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No. 275 December 1987

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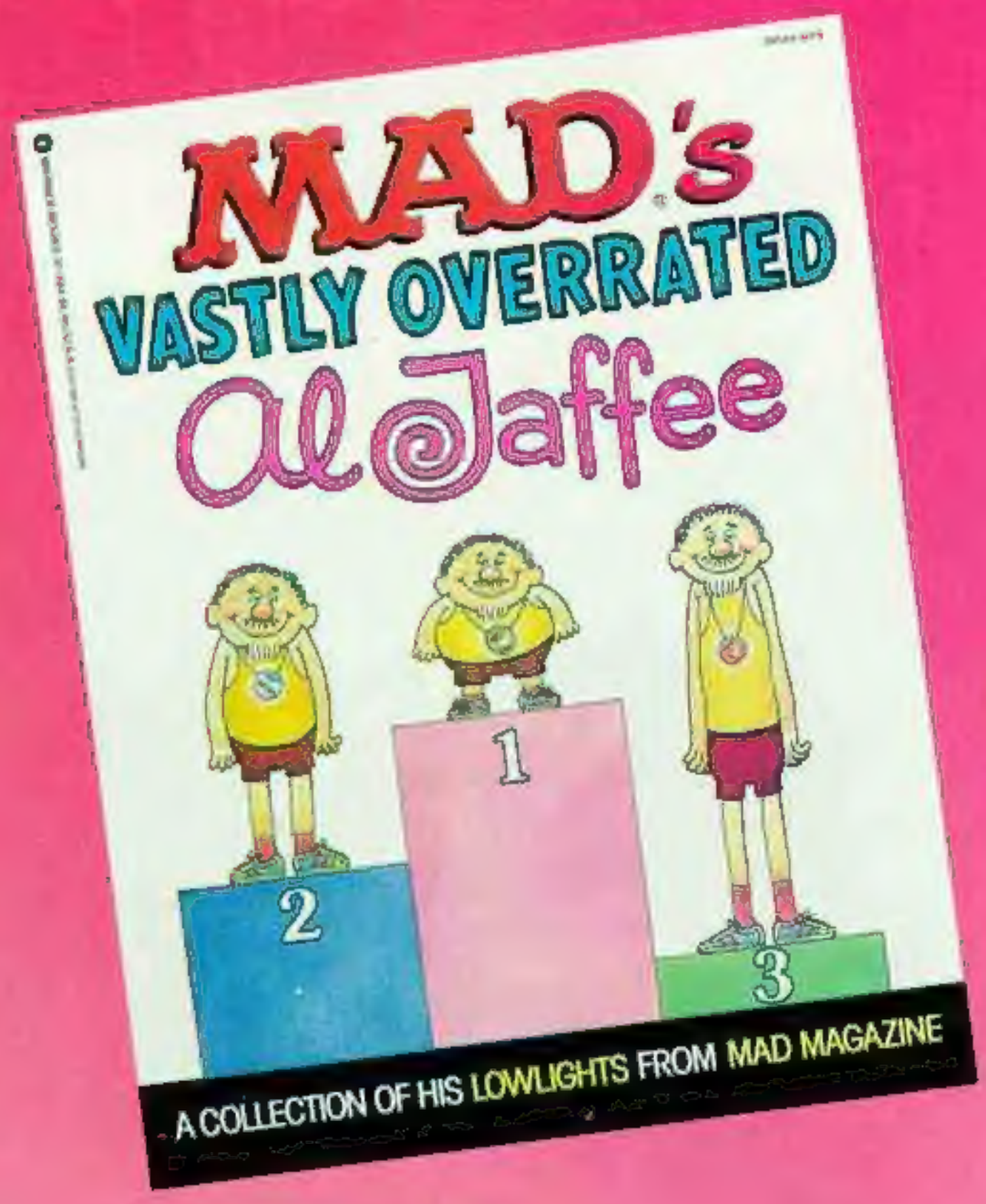

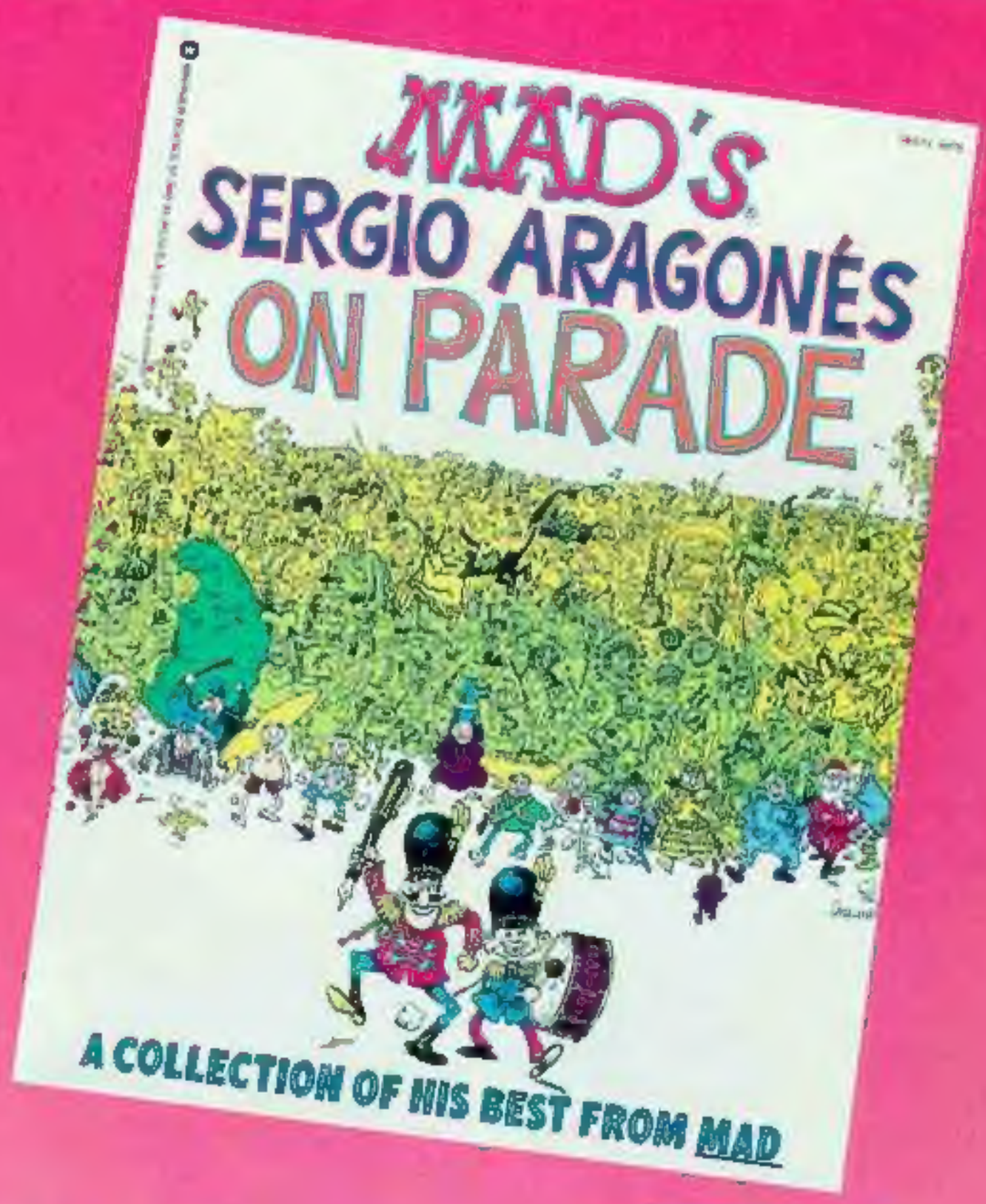

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NUMBER 275 DECEMBER 1987

MAD

"A lot of people who complain they don't get what they deserve don't know how lucky they are!" —Alfred E. Neuman

WILLIAM M. GAINES *publisher*

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LEONARD BRENNER *art director* **TOM NOZKOWSKI** *production*
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DICK DE BARTOLO *creative consultant*
JACK ALBERT *lawsuits* **ANNE GAINES** *logistics*
GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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FRONT COVER ARTIST: RICHARD WILLIAMS

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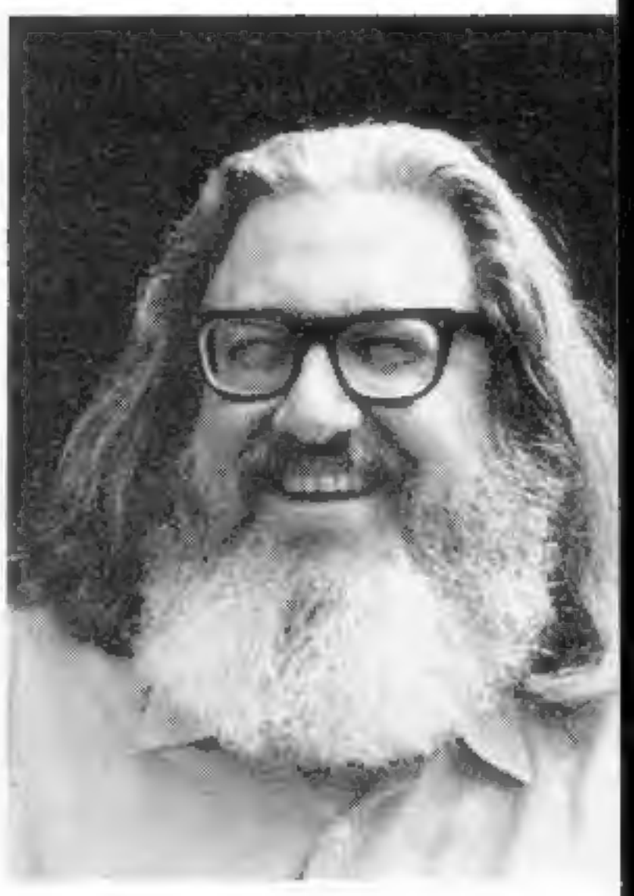
AN IMPORTANT ANNOUNCEMENT

FROM THE PUBLISHER



Dear MAD Reader:

Over the past few years, the cost of producing MAD has risen dramatically. Ink, paper, printing and shipping prices all have gone up. (In fact, just about everything connected with MAD has gone up, with the exception of the quality of the magazine!)

In order to avoid raising the price of MAD, I'm trying something in this issue that I swore I never would—running ads. I'm not happy about this, but I am trying to make the best of the situation out of respect to you, the reader.

Accordingly, I have established a Blue-Ribbon panel of experts who will carefully screen all companies who wish to advertise in MAD. In addition, every product advertised will be carefully reviewed and tested by this panel. You have my personal guarantee that only top-of-the-line companies and their products will appear in the pages of MAD. My foremost concern is that you, the reader, are satisfied. The "MAD Merchadise Mart" appears on pages 22 and 23 of this issue. Read the ads, judge for yourself, and let me know what you think!

If the response to advertising is good, we will try it again in future issues. If not, we will not use ads again and will maintain our "cheap" price as long as possible. Unfortunately, the low quality of the magazine will remain the same, no matter what you say!

William M. Gaines

BETTER READ THAN WED!

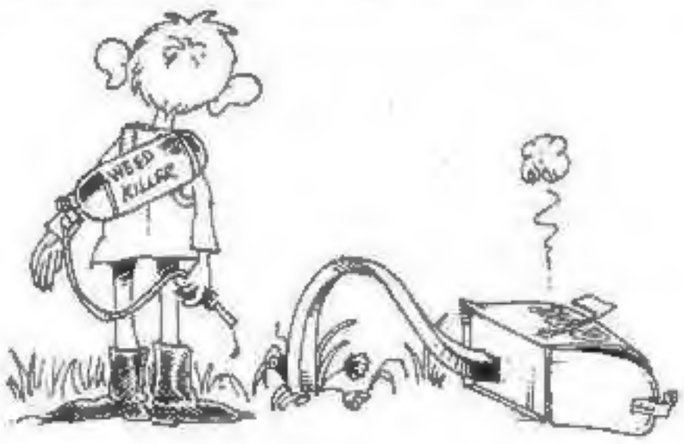
We've groomed our best, man, from some dearly beloved material that is our bride and joy!

We vow that you laugh happily ever after once you pledge your money and say, "I DO—want to buy this book!"

'til MAD do us part

"May Divorce Be With You!"

LETTERS AND TOMATOES DEPT.



"CROC O'DULL DUMMEE"

Now that you Bozo's have finally gotten to putting Crocodile Dundee in his place, when can I expect you to take on even more annoying Aussies like Rupert Murdoch and Olivia Newton John?

Phil Zaglool
Richmond, NY

MADOPOLY CARD

Here's my own contribution to your "MAD Monopoly Cards For the 1980's."

Chris Wheatley
Schaumburg, IL

FAST FOOD FOR THOUGHT

In "Sir Puffy's Placemat" (MAD #273), you really put the fast-food industry's tastes and style in their places. But the caption for the "Crew Person of the Month" broke my heart! You showed the sad truth, the depressing human fallout behind the scenes of our burgeoning "service industry"—which is no joke, but one big "choke." Sob.

John Hoering
Washington, D.C.

Your Sir Puffy's Placemat features a marvelous little satirical piece with the perfect photo called "Crew Person of the Month." It is so right-on that I have been showing it around and writing to distant people about it. It neatly expresses the apparent philosophy and emotional/physical appearance of every stereotypical fast food worker I have ever encountered! Cheers!

Neill
California, USA

Your TASTY article featuring Sir Puffy's Placemat was DELICIOUS! I've never seen so much BALONEY in one place! I almost CHOKED laughing!

Jon Upton
Ontario, Canada

Your pun filled letter is not unlike the food at Sir Puffy's—tough to swallow! —Ed.

MORON MAIL

Do you print short letters?

Anthony Garner
Orlando, FL

Only when they are written by desperate, disturbed individuals who might go over the edge if we refused to publish their petty, uninspired musings. Thanks for writing! —Ed.

I have been reading your magazine for over 25 years. The one quality I like about MAD is that I can read it from cover to cover, pick it up two weeks later, read it again and I won't remember a thing I read the first time!

Susan Woodruff
Two Harbors, MN

Yeah, you and the President! —Ed.

Hi, this is Ben Clark. I was wondering if you could dedicate the next MAD magazine to me, Ben Clark. If you can, just put in the right hand corner "Dedicated to Ben Clark." I'm counting on it.

Ben Clark
Albuquerque, NM

Sorry Ben, we can't do that but we'll try to work your name in somewhere in this issue. —Ed.

PEE-WEE'S PLAYHOUSE

I loved "A MAD Peek Behind the Scenes at Pee-wee's Playhouse," but what is the name of that butt that was sticking out of the window?

Neil "Bud" Koch
St. Paul, MN

Ben Clark! —Ed.

Looks like Pee-wee thought our spoof of his show was so funny he forgot to laugh! We can only guess what he's thinking, maybe something like, "Hey, MAD, you're rubber and I'm glue—it bounces off me and sticks to you! HA! HA-HA!!"

MADVERTISING

In Dick DeBartolo's article "Feature-by-Feature Advertising" (MAD #273), he missed one important feature in the Acme Calendar ad: "Shop and compare! All calendars currently have only 365 days—but if you act now, we'll include absolutely free one BONUS DAY in February (with your purchase of an Acme 1988 calendar)!"

Karen Strickland
Lauderhill, FL

WIMPY WRESTLER UPDATE

As promised, here is our update on the world of wrestling's latest wonder, Harold "The Killer Accountant" who we featured on the cover of WWWF Magazine in MAD #272. Harold's open challenge to meet the Hulk in the ring has gone unanswered. Harold's buffoonish manager, Art "The Smart" Charney says this is proof that the Hulkster is a "spineless, cowering fraud." The ledger book is in your court, Hulk...we're waiting!

DEAD LETTER

I almost barfed after I read "Don Martin Visits the Morgue." It is the most tasteless feature MAD has ever printed! I know your standards are low, but this time you went six feet under!

John DeFrance
Newton, CT

Under what?—Ed.

MAJOR MISCONCEPTION

Widely held misconception #371: When a magazine says "CHEAP!" on its cover, it's going to be inexpensive!

Jim Turko
Elk Grove, CA

Widely held misconception #372: There is intelligent life in Elk Grove, CA! Thanks for writing! —Ed.

DRAWING PRAISE

MAD artists just keep racking up those awards! At this year's National Cartoonist's Society Awards dinner, our own Sergio Aragones and Mort Drucker each received the prestigious Reuben Award. Sergio provided us with this sketch of that magic moment! Congratulations, guys, now get back to work!

MILLENNIUM POLL

And now, the moment you've all been waiting for! Your responses to our "Best of the Millennium Reader's Poll" (MAD #272). The response has been overwhelming! (Obviously, we did something wrong!) Some categories got popular votes. A lot of you people think alike! (So get your heads examined!) BEST MALE VOCALIST: MICHAEL JACKSON. BEST FEMALE VOCALIST: MICHAEL JACKSON. (Somehow, we expected that!) Many of you think that FRANK PURDUE is the BEST CHICKEN JOKE, and 485 MADISON AVE. is the BEST DUNGEON (*why you—!*), and according to you "THE THINKER" is saying, "WHERE ARE MY PANTS?" and "DAMN THAT CRAZY GLUE!" But you couldn't decide if the BEST LITE BEER COMMERCIAL is *with* RODNEY DANGERFIELD or without him. We tend to agree with Karen Woytowick of Staten Isl., NY, who said, "They're all good commercials—it's the BEER that's lousy!" Here are some other brainy answers:

1. BEST POLITICAL REVOLUTION

Rockers Against Tipper Gore
—Jennifer Winnick, Lewistown, PA

3. BEST RECORDING OF "LONG, TALL SALLY"

Well, actually I did one last week with my Mr. Microphone. *—Paul Mullins, Houston*

6. BEST BOOK BY JACKIE COLLINS

"My Sister, the Slut"
—J. Kurt, Bklyn, NY & Mike Beatrice, Northbridge, CA

8. BEST GEOLOGICAL EROSION

The space between David Letterman's teeth.
—Paul Mullins, Houston

10. BEST BATTLE OF THE HUNDRED YEARS WAR

Battle for the Keys to the Chastity Belts.
—Raymond Kelly, San Diego

18. BEST-WORDED QUESTION OF THE SPANISH INQUISITION

"Is the Pope Polish?" *—Shelly Johnson, Iron Mountain, MI*

"Got anything to drink in this town?"
—Elizabeth A. Lape, Mexico, NY

19. BEST HISTORICAL TREND

Reviewing Chappaquidick every few years.
—Cathy "Woo" Fowles, Litchfield, NH

Wigs on men. *—Ricky Pastor, McDonald, PA*

23. BEST CRUSADE

The one to keep MAD out of the Holy Land.
—Chuck Turbett, Sycamore, FL

"Star Search" carrying on "The Gong Show" cause.
—Eric Bierker, Lancaster, PA

To find a town without a McDonald's.
—Arturo Aguilar, Marina del Ray, CA

25. BEST GOTHIC CATHEDRAL

Jim Bakker's dog house. *—Greg Reaves, Lawrence, KS*

26. BEST SUBURBAN SHOPPING MALL

Tammy Bakker's closet. *—Randy Rogers, Dayton, OH*

27. BEST ENGLISH TRANSLATION (GREEK DRAMA)

"Cheesburga, cheesburga, no pipsi, fries."
David Pezzullo, Highlands, NJ

32. BEST EXIT LINE BY A RELIGIOUS MARTYR

"If I don't get 8 million dollars by the end of March, the Lord will call me home."
—Bradley Murrell, Pensacola, FL

34. BEST NBA PLAYOFF SERIES

Celtics vs. Jack Nicholson
—Cathy "Woo" Fowles, Litchfield, NH

36. BEST WAY TO LURE THE SPANISH ARMADA INTO A TRAP

"Hey meester, would you like to meet my seester?"
—Barry Collins, St. Pete, FL

Whistle and call, "Here, Spanish Armada."
—Tim Kohler, Amarillo, TX

37. BEST BOB HOPE SPECIAL

The "Invention of the Wheel" Celebration.
—Chris Gotaskie, Shamokin, PA

"Bob Hope Does Tehran."
—Barbara Hopkins, Grand Rapids, MI

40. BEST NAVAHO MEDICINE MAN

Chief Rexall *—Laney Loftin, Monroe LA*

45. BEST APPEARANCE OF JOSEPHINE THE PLUMBER IN A COMMERCIAL FOR COMET CLEANSER

The one where she blinded the dog with Comet.
—Sissy Gustid, Sudbury, OH

55. BEST VIRGIN SACRIFICE ALTAR

The Sears Tower. *—Wiley Larson, Minden, ME*

58. BEST RECIPE FOR BREAD-AND-GRUEL

Toast the bread, spread the gruel over it lightly, and add chives, chopped celery and grated cheese. Microwave for 12 seconds. *—T.E. Pomroy, Wichita, KS*

61. BEST ARGUMENT AGAINST GALILEO'S THEORY THAT THE EARTH REVOLVES AROUND THE SUN

It really revolves around Sean Penn.
—Brian Macala & George Rusnak, OSU, Youngstown, OH

64. BEST-SOUNDING EXCUSE FOR OUR INVASION OF GRENADA

The student loans were due.
—David Noll, Shillington, PA

69. BEST MEDICAL BREAKTHROUGH

The discovery that whatever Prince has is not contagious. *—Sissy Gustid, Sudbury, Ontario*

71. BEST GODZILLA MOVIE

"Godzilla Meets the U.S. Trade Deficit."
—The Midnight Staff Nurses of Harper Hospital, Detroit

73. BEST DENTIST (PRE-NOVACAIN)

Stanley Johnson, an ancestor of mine who employed two big men to hold his patients down.
—Doug Welch, Pleasant Hill, CA

78. BEST NON SEQUITUR IN A "BEST OF THE MILLENNIUM" POLL

"Oh, and by the way, just how old IS Dave Berg?"
—Adam Cook, Cape Breton, Nova Scotia

Many thanks to all who wrote. Here's a quick list of some of the other people who were foolish enough to sign their names!

Phil Mackey, Beowick, PA; Tom Bauer, Grand Ledge, MI; Adolfo Ibarra, Jr., Los Angeles; Mel Spivak, Santa Cruz, CA; D.J. Conolly, London, England; Andy Lewis, El Toro, CA; Pam Roberts, Islamoroda, FL; Tammy Graham, Greenwood, IN; Patty Randell, Albq. NM; Joseph Wondrop, Wore, MA; Justin Meadows, Arvine, CA; Dave Lippman, Hobaken, NJ; Tammy Savage, Kingwood, WV; Peter Storm, Rice Lake, WI; Robert Olkowski, Milwaukee; Jeff Kubata, Lawrence, KS; Melanie N. Lee, Corona, NY; Cary Boone, Odessa, TX; Lorene Turner, Landis, Canada; David Fishman, San Luis Obispo, CA; Mitchell Warner, Gillette, NJ; Craig Stewie, Riviera, AZ; Mary Anne Laverne & Elizabeth Blackwelder, Bklyn, NY; Sarah Thompson, Fresno, CA; John E. Moore, Watkins, Glen, NY; Jeffrey Weirich, Mickey & Carol Chuisano, Bklyn, NY; Daniel J. Moore, Roseberg, OR; Luke Milaver, Raytown, MO; Gregory Haynes, Baltimore; Henry Reyes, Chicago; Robin Lee, Calgary, Canada; Brian Guile, La Habra, CA; Eric Rodriguez, Mt. Vernon, WA; Dustin Shultz, Los Alamitas, CA; Andy Toutain, Pittsfield, NH; Dustan A. Adkins, Altha, FL; Mandy Whitfield, El Caton, CA; Jerry & Elmo Kelley, Riverside, CA; Tony Luib, Chagrin Falls, OH; Karl H. Rohner, New Carolton, MD; Mike Morgan & Sean Barrett, Haymarket, VA; Mark Zwolanek, Ft. Atkinson, WI; Randall J. Vockroth, Beaver Dam, WI; Ralph Barnes, Houston; Will Day, Bangor, ME; Garrett Lee, Harrinton, WA; Brent Shannon, Winston-Salem, NC; John Brooks, Sarasota, FL; Brian Bosley, Mentor, OH; Thomas Clegg, Bakersfield, CA; Nils Visser, Oklahoma City; Alan Scott, Bloomington, IL; J.C. Osborn, Glendale, AZ; Matt Burkhart, Galesburg, IL; Jason Davis, Clarksbury, WV; John Astaire, San Luis Obispo, CA; Alan K. Thornburg, Midwest City, OK; Lazaro Blanco, Miami; V.G., New Sweden, ME; John Jozefczyk, New Eagle, PA; Danny Farranda, Union City, NJ; John Hearing, Bethel, CT; Jim Reilly, Warren, PA; Paul C. Dietl, Sioux Falls, SD; Fred Rascoe, Charlotte, NC; Bill Stritcler, Jr., Mansfield, OH; Cameron Duff, W. Brunswick, Australia; Shannon Killingsworth, Republic, MO; Glen Judia, Chattanooga, TN; Chuck Fowler, El Cajon, CA; H. Baker, Denver; Mrs. Judith A. Browning, Long Bch, CA; Betty Altruda, Manalopan, NJ; Le Anne Brazilier, Lee, MA; Robert Harder, Long Bch, CA; Loney Loftin, Monroe, LA; Brandy Bragg, San Francisco; Thaddeus Whiting, Hoyt Lakes, MN; Randy Good, San Diego; Jeffrey M. Brauer & Jeff Christian, Binghamton, NY; Bill Seitz, Big Lake, AK; Russell Howe, Travelers Rest, SC; Debra Grasley, Orangeville, PA; Steve Byers, St. Catherine's, Ontario; Joy Anderson, West Plains, MO; Casey Williams, Vienna, NY; Karen Morton, Knoxville, TN; Jody McCauley, Christy Bubb & Jennifer Brown, Lawrenceville, GA; Enrique Alvardo, Bklyn, NY; Bart Leahy, Lombard, IL; Tom Huntsman, Randolph, OH; Chuck Torbett, Sycamore, IL; Brad Nixon, New York; Eric Hollingsworth, Marietta, GA; Chuck Carlisle, Massilon, OH; Arne Haaning, USAF, Greenland; Ann Winger, Johnson City, TX; and Loc at Surfin' Aardvark Comics, Hampton Bch, NH. Thanks to all!

Please Address All Correspondence To:
MAD, Dept. 275, 485 MADison Avenue
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-obsessed, stamped envelope!

MURPHY'S BORE DEPT.

Talk about being down and out for some new ideas, now they're dishing out...

BEVERLY HIL

Taggem, Rosewater, how ya doin', guys?

Axewell Folly, how'd you find us, ol' buddy?

It was easy! I just followed the trail of wrecked cars and wild gunfire!

Come out with your hands up and move this double-parked vehicle or we'll amplify the soundtrack another 1,000 decibels!

What's going on here? The Chief removed you two from the Alphabet case and demoted you to traffic duty!

We thought that maybe traffic offenses are related to the Alphabet case, like "U" turns and "J" walking, Sgt.! So we've cornered a double-parker—and with less destruction than usual!

BEVERLY HILLS

DOWN AND OUT

PING!

PING!

LA

ARTIST: MORT DRUCKER

I don't get it! When I left here 3 years ago you guys were heroes! What happened?

You have charisma, Axewell! We don't!

If I got charisma, I got it out here! Man, L.A. is crawling with stuff like that! I must've picked it up from a toilet seat!

ALF

I heard about the captain getting gunned down by the Alphabet thieves and got here as fast as I could! How's he doing?

He was doing fine 'til he looked up and saw you were back in Beverly Hills and fondling his daughter! That sent him into a coma!

A

B

OXYGEN AND LECITHIN

HE TOOK A TURN FOR THE NURSE

ANON

I.S SLOP, TOO! They Heap It Back On!

With **idiots** like this around, I'll **never** get **re-elected Mayor** of this town! And if **you** want to remain **Police Chief**, Klutz, you'd better crack the Alphabet case **P.D.Q.!**

We're trying, but it's not as simple as **A - B - C...**

Well, I want **action!** Hear me? **ACTION!**

I doubt if you can get **more action** than this **spectacular car crash,** but you **certainly** can get a lot **more logic!**

I haven't seen car crashes like this in **48 hours!**

You mean **two days?**

No, I'm talking about the **movie "48 Hours"!**

Well, they **stole Eddie Murphy's character** from **there,** so why not the **car crashes!**

JABBAR WHACKY

BROWN DERBY

TANKS FOR EVERYTHING LAKERS

MAGIC PASS PASS

The Brown Derby

DRAGNET

L.A. LAW

DRUCKER

WRITER: DICK DEBARTOLO

Axewell, how did you get **time off** from your **Detroit precinct?**

Easy! I told them I was **going out** for **coffee!** That should buy me **three days'** time to **solve** this **Alphabet case!**

Three days off to get **coffee?**

They know I like **only** the **best!** So **three days** is **cool** to go to a **Columbian coffee plantation** for a **fresh cup!**

Okay, you men, **knock off the work!** I'm a **building inspector** from the **Bureau of Contrivances!** This building is **below standard!**

Let's **go home,** men! **Stop work!**

Wait! I've got **ranting, raving,** and **ridiculous con schticks** to do **first...**

We know a **black** in **this neighborhood** means you're a **cop** or looking to **move here! Either way,** we can't **risk** it! Let's go, guys!

Axewell, since we found these **shells** at the scene of the last **Alphabet crime**, we marked them **exhibit "B"!**

Not only **that**, they were found at the **"X"** on this **map**, an **A-frame** house near a **Y.M.C.A.** on—now get **this**—**Avenue C!** Isn't that a **kick!**

Uncanny! I'd like to ask a **ballistics expert** about these **shells!**

We have an **expert** at the **precinct**, but I'm sure you'd rather pull one of your wild, zany **routines**, so why not **con** your way into the **exclusive Beverly Hills Gun** and **Outrageous Wealth Club!**

I'm a **nuclear scientist** dressed like an **errand boy** to hide the fact that I'm carrying a paper bag filled with **highly explosive plutonium-lite** for your **ballistics expert!**

Really! Well, I'm **Madonna** dressed like a **receptionist** working as an **office temp** between **hit records!**

Okay, I'm a **police officer** looking for some information!

That's **better!** Please **right in, sir!**

What kind of **@#$%^&* society** is this becoming when a **cool cat** like **me** has to resort to **total honesty** to get **something done?**

You must be the **ballistics expert**, bitch!

You sure are a **smooth talker**, fella!

You got it! Tell me, how long does it take you **bimbos** to **shave your legs?**

I guess about the same as it takes **you** to get that great tan!

Hey, **lady**—that was a **racist remark!**

Sorry! Maybe when I get to be as **big a star as you are**, I can say the **crude, stereotypical, chauvinistic insults you do** and **get away with it, too!**

I'm here with **ex-President Ford!** We'd like a **table**, please!

What? **Ex-President Ford?** You must be **joking!** Where is he?

He just **tripped** on those steps and **fell down!**

Tripped and **fell?** It must be **ex-President Ford!** Or **Chevy Chase!** **Either way**, the **X-Y-Z Club** is **honored!** Follow me, gents!

I found **this place listed** in Chief Bogeymill's notes! He must've been on to something before they shot him! But I can't figure out how it all **relates** to the **Alphabet crimes...**

Hey, I think I've got it, guys! The **alphabet rating** of movies! By us going to a raunchy **strip joint** like this one, we just locked up an **"R" Rating** for sure! That's a **guarantee** that **every teenage boy** in the **country** will see this film!

You just came up with the **answer**, Rosewater!

Do you believe the **colossal nerve?** Someone tried to **shoot me!**

Sir, do you have a **statement** about the **Alphabet crimes?** We're with **U.P.I., A.P., N.B.C., A.B.C.,** and **C.B.S.!**

Yeah, **F.U.!**

Hey, wait a minute there, fella, this happens to be...

"F.U." is cop talk for "Fugitive Unknown"!

Quick thinking, Axewell! You just saved this **panel** from getting censored!

42

XYZ CLUB

Hey! What is this **Detroit detective** doing back in **Beverly Hills?**

I'm with a **Semi-National Pseudo-Secret Ersatz-Existent Task Force!** I can help solve the **Alphabet crimes!**

Are you connected with the **F.B.I.** or **C.I.A. Code Divisions?**

Better than that! I know **Vanna White! Hoo-hah!**

Axewell, getting back into this gun club is going to be **tough!** It's closed for the night, so there's no **airhead** you can **con** with one of your **ridiculous routines!**

Yeah, and there's also an **alarm connection** on every **door** and **window!**

That's what this **gum** is for! Everybody start **chewing** and break it down into small, **pliable wads!**

Wow! Another **great schtick to teach kids!** They're still **shoving bananas** into my **car exhaust** from the **last movie!**

I learned these tricks from trying to **live high** on the **wrong side** of the **law!** Then I got **smart** and went **straight** so I can **live even higher** on the **taxpayer's money!**

Well, **this one** isn't working too well— the **alarm** just **went off!**

Hey, that's what the **gum** is for! Just **stick** it in your **ears** so you won't **hear it!**

WEEEEEEEEEE!!!

67

Axewell, the **map** we stole from the gun club has an "X" on **this spot!**

Well, the **good news** is we've come to the **right place!** The **bad news** is the **crooks are getting away** in that **armored truck!** The **good news** is that means another nutty **car chase!**

I can't figure it out! How can so many **cops drive so badly?**

Maybe it's because they don't have to take the **driving test** they give **us!**

Tell me, when does my **scene** come in?

Bronson Pinchot! You're **not** in **this movie!**

Don't be **ridikulous!** My contract calls for a small part in **"Beverly Hills Cop"!**

This is **"Beverly Hills Cop II"—** it's a **different movie!**

Not from what I've seen!

ZZZ ARMORE

ABC CEMEN CO.

FOR THIS MOVIE ONLY THE LOS ANGELES POLICE WILL BE KNOWN AS THE **L.A. POLICE**

L.A. LAW

L.A. POLI

How come you guys came to **Hugh Hefner's party** in a **cement truck?**

Hef told me to drop by and **"mix it up a little!" Heh heh heh!** By the way, who's got a **watch?**

I do! Do you need it for some new **bizarre stunt?**

No, I need to be **reminded** to do my **famous laugh** once every **five minutes!**

NOTICE

Abie Cement has temporarily changed its name to ABCEMENT in keeping with the Alphabet nonsence of this movie

Hi, doll, I came to **clean the pool...**

Please, Det. Folly, **no silly routines!** There's not a **guard, receptionist,** or **maître d'** who hasn't heard about your **schtick!** So **stash** it and **go right in!**

Axewell, are we here because the infamous Maxwell Bent is here, and by finding out who his **accountant** is we can get **evidence** that'll **link him** to the **Alphabet case?**

No, I just wanted to look at some **Playboy Bunnies!** But maybe if we can find out who Maxwell Bent's **accountant** is we can **link Bent** to the **Alphabet case!**

Mr. Turetsky, we're with the **Beverly Hills Police Dept!** You have **three unpaid parking tickets!** That will be **$45** and the use of your **computer!**

I'll **pay you** the $45, but there's just **no way** that I'll let you use this **computer!**

Not even for making you a **star?** Look at **Bronson Pinchot** a few panels back! He was on the screen **two minutes** in the **first movie** and got his own **TV series!** I'm giving **you five minutes** to do your **"nervous nerd" routine...**

Enough said! The computer's yours!

Wow! Who would **believe** that an **accountant** could be so **stupid** to give you **access** to his **client's secret files?**

The **same people** who would believe such a cunning, evil mind like Maxwell Bent would **hire** such a **nerd** to **handle his millions to begin with!**

Not to mention the people who will **accept** that only **three days ago** I was all **shot up** and in a **coma** and here I am **today, walking around** like **nothing** at all has **happened!**

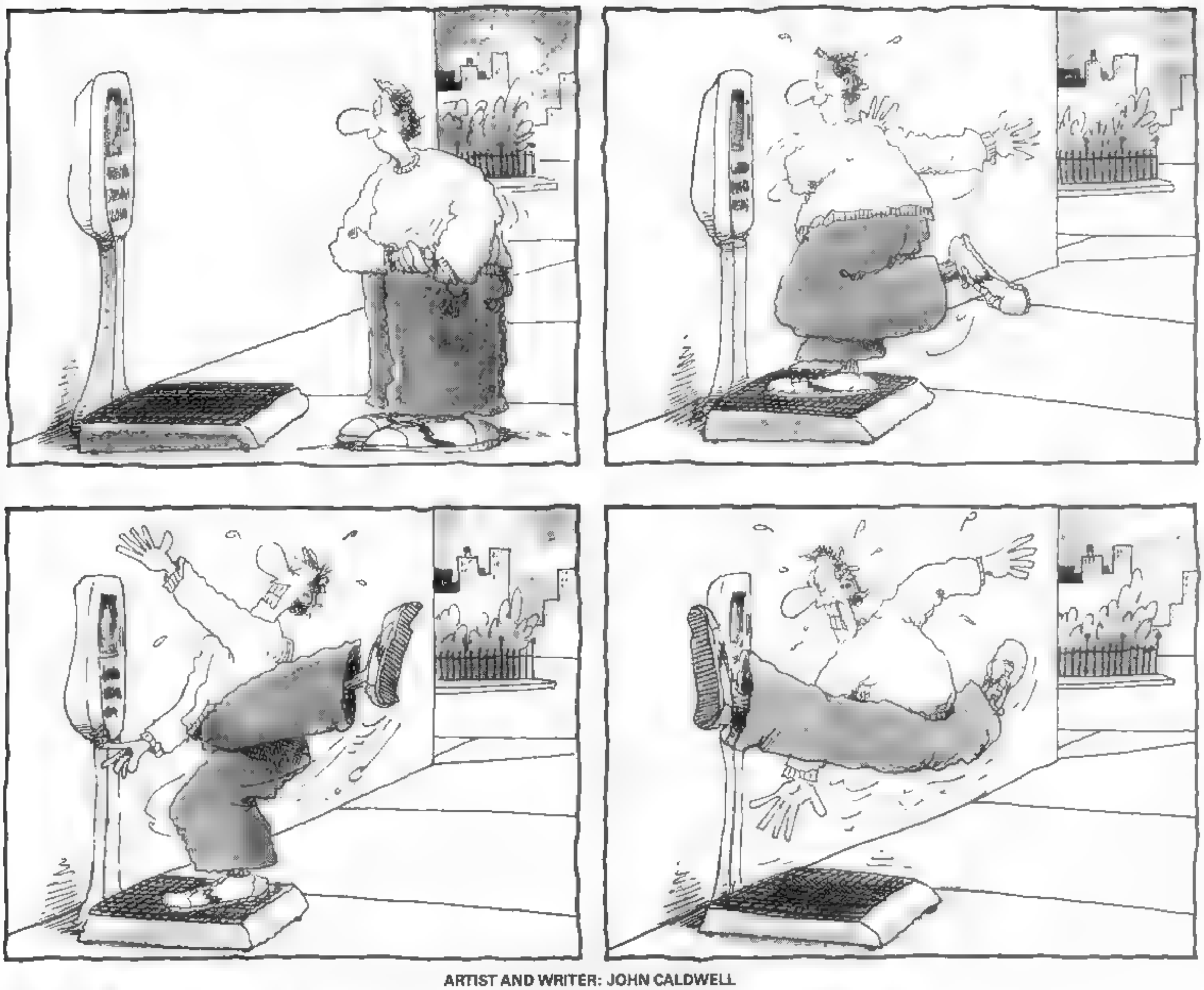
Hey, that's **right,** Chief! But you still haven't told us what this whole **Alphabet scam** is all about, Axewell!

He doesn't have to — it's all **right there** on that **computer disk!** There's a **code letter** assigned to each and every **Eddie Murphy routine: "W"** for his **Stevie Wonder schtick, "G"** for his **Gay schtick, "J"** for his **Jamaican schtick**...every letter but **"S"!** What **schtick** does the **"S" stand for?**

Sequel schtick! See you in **"Beverly Hills Slop, Part III"!**

WEIGHT AND SEE DEPT.

DRAMA ON PAGE 9



ARTIST AND WRITER: JOHN CALDWELL

PUTTING THE VOLUME DOWN DEPT.

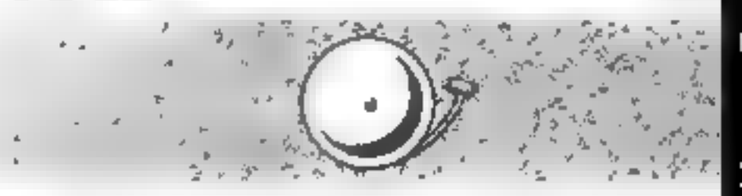
THE MAD DECI

0 dB

25 dB

50 dB

75 dB



100

110 dB

...is the average volume of the worst singer in any given church congregation.

15 dB

...is the maximum level at which a person can listen to Barry Manilow before the onset of pain.

70 dB

...is how much the noise level in a typical classroom *drops* when the teacher announces a surprise quiz.

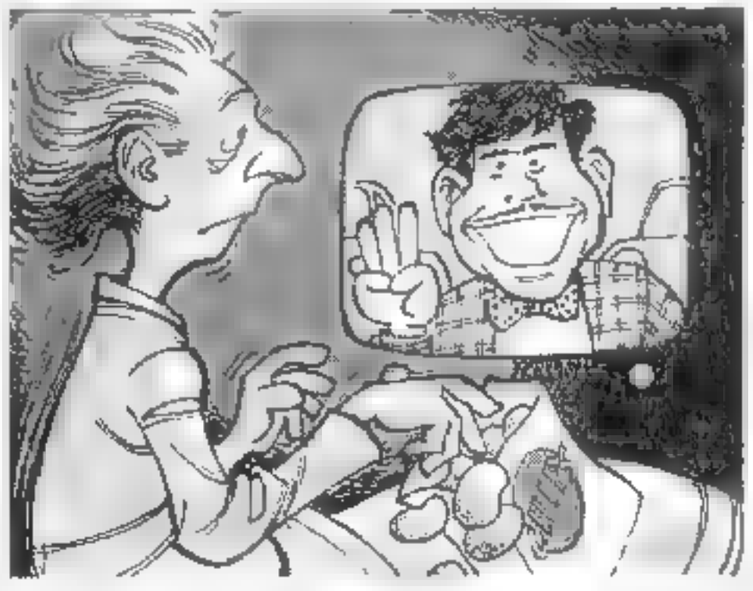
60 dB

...is the amount of "potential noise" stored up inside a stalk of celery, waiting to be unleashed.

.75 dB

...is the voice level of a guy asking a girl out on a date for the very first time.

68 dB

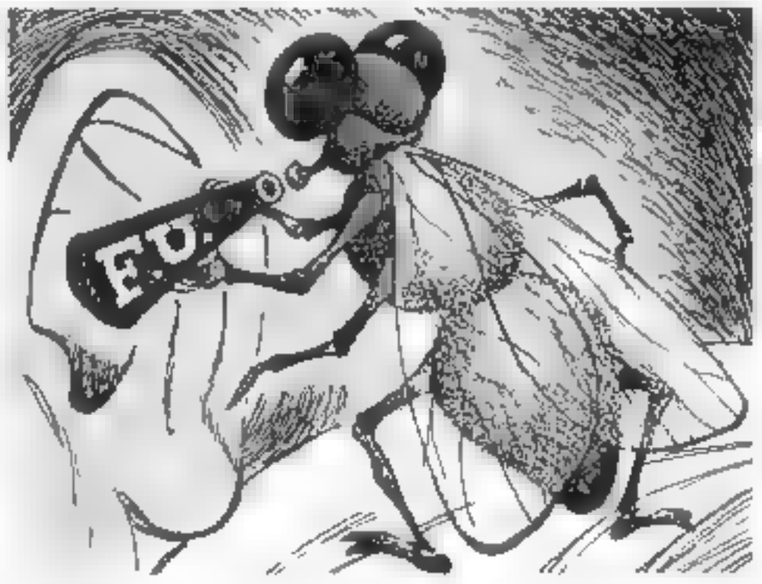


...is the difference in volume between the All-Nite Movie and "Bonzai Bob's" used car commercials.

47 dB

...is the amount of background hiss on a non-AT&T phone line you must put up with in order to save 30% to 60% on your long-distance bill.

2 dB



...is the amount of noise made by the average housefly (95 dB is the amount of noise made by the same housefly exploring your ear at 3 A.M.)

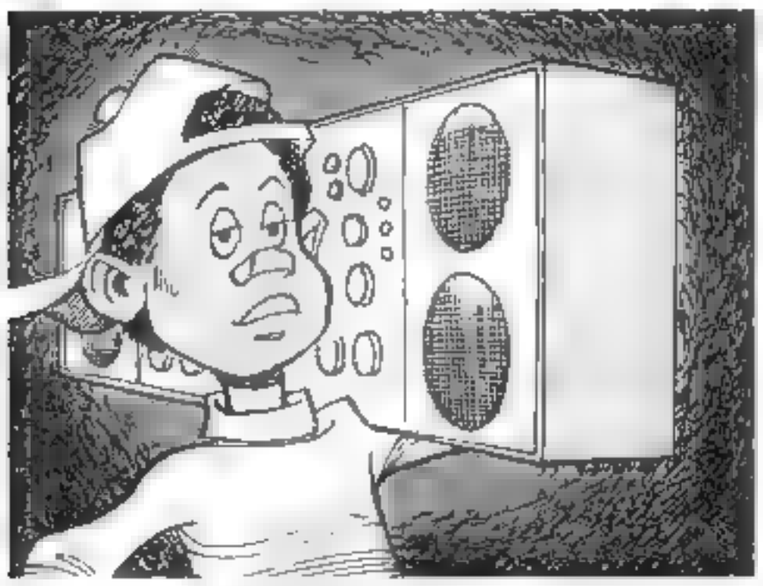
5 dB

ARTIST: BOB CLARKE

...is the amount of late-night "mystery noise" required to throw the average city-dweller into a state of panic.

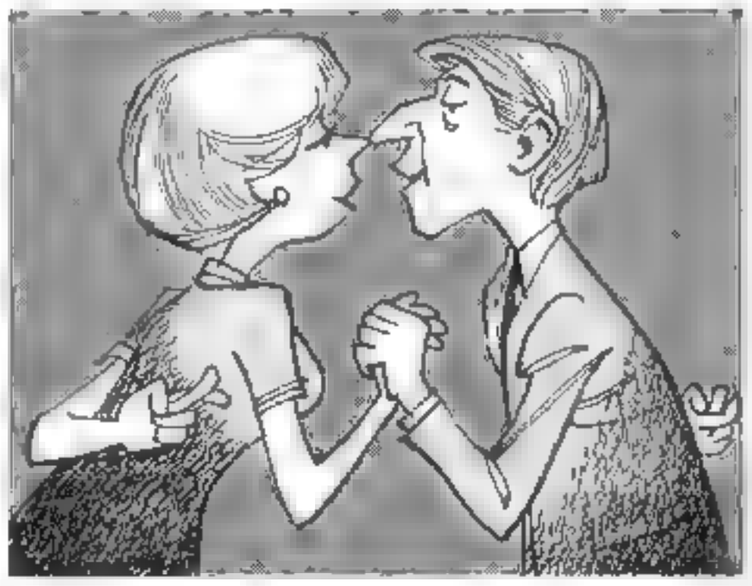
BEL (dB) SCALE

599 dB



...is the lowest volume setting on a "boom box."

28 dB



...is, for lovers, the sound level below which nothing said by either party should be believed.

.025 dB

...is the sound level of an engine noise at the time when noticing it could save you massive repair costs.

60 dB

...is how much louder a police siren seems when *you* are the one being pulled over.

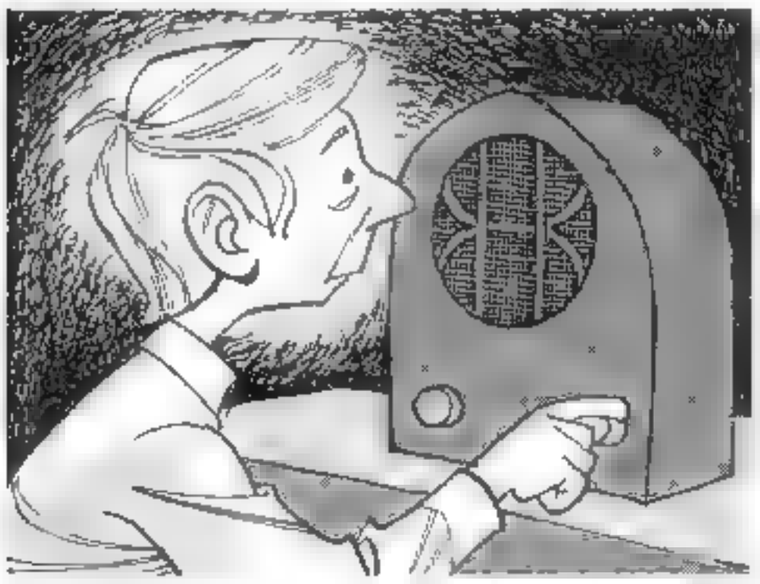
40 dB

...is how much louder your stomach growls when it knows you're alone with a date.

599 dB

...is the cumulative amount of "breathless swooning" emitted by Robin Leach in *one* episode of "Lifestyles of the Rich And Famous."

35 dB WRITER: MIKE SNIDER

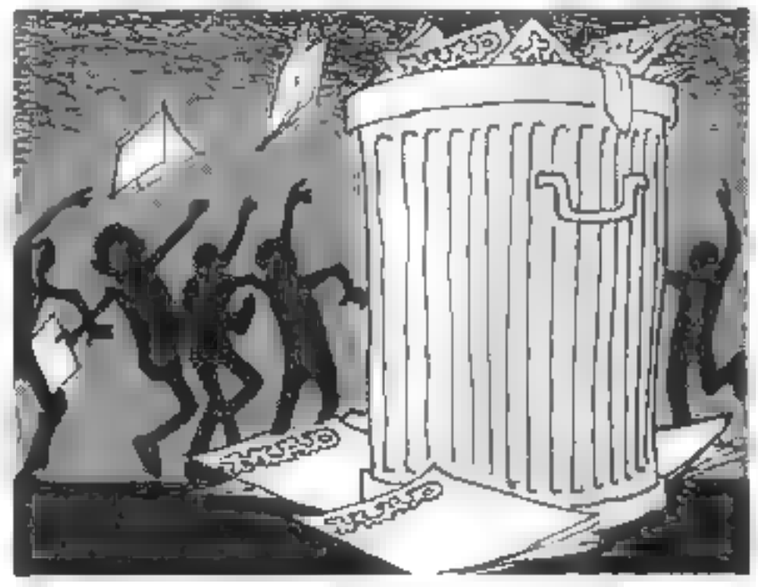


...is the amount of distortion on a top 40 station you're never quite sure is part of the music or just your cheap radio.

59 dB

...is how much louder an American tourist thinks he has to talk to make a non-English speaking person understand him.

2,198 dB

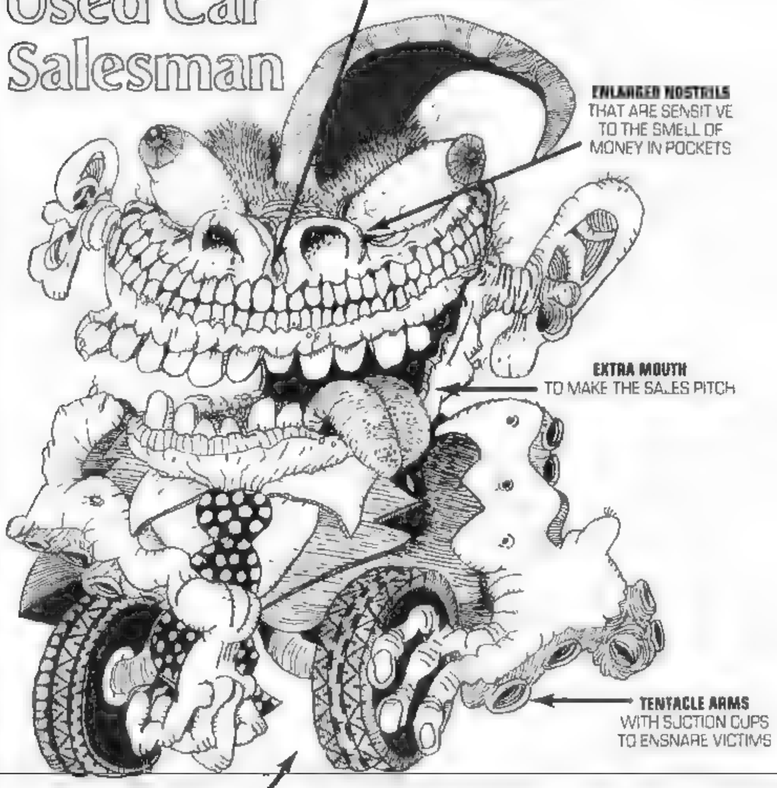


...is the cumulative sound made by MAD readers across the country groaning upon seeing yet another stupid "meter or scale" article.

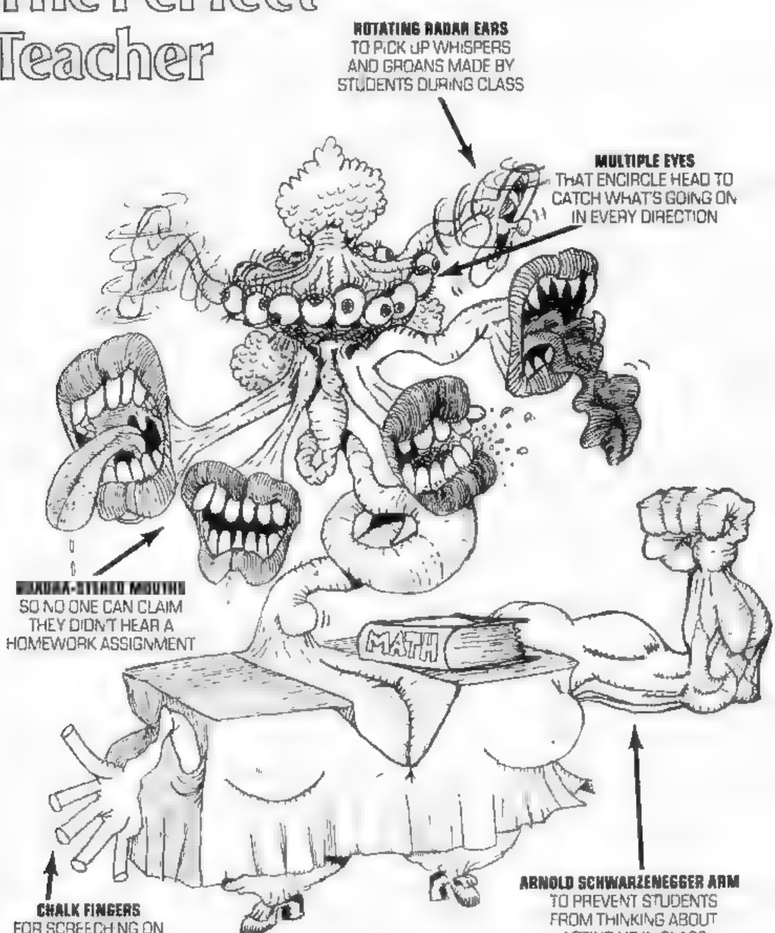
How many times have you said to yourself, "I wish
"I could sure use a third arm to do this..." In ot
extra and customized body parts for doing certain
need to do certain things? The answer is at your
using to turn these pages!) as the biology experts

THE BODY

The Perfect Used Car Salesman



The Perfect Teacher

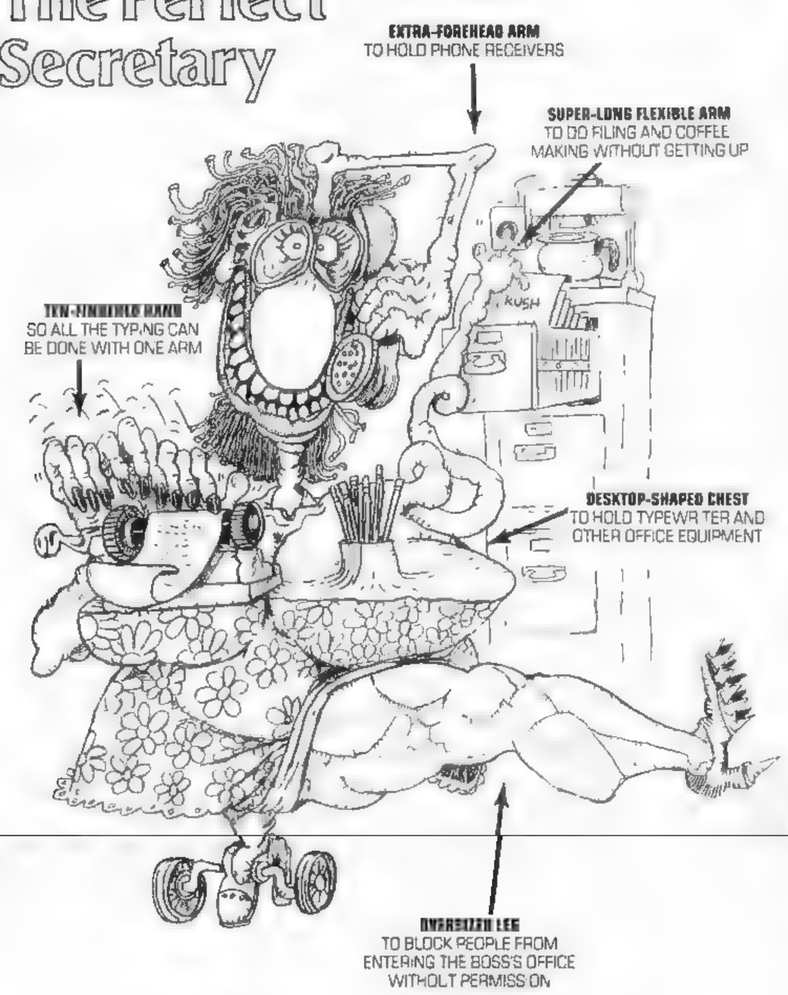


n I had an eye in the back of my head right now," or
ther words, at times it would be fitting to have
jobs. What special body parts would certain people
r fingertips (or whatever part of your body you're
here at MAD put their heads together to present

Y PERFECT

ARTIST AND WRITER· DON EDWING

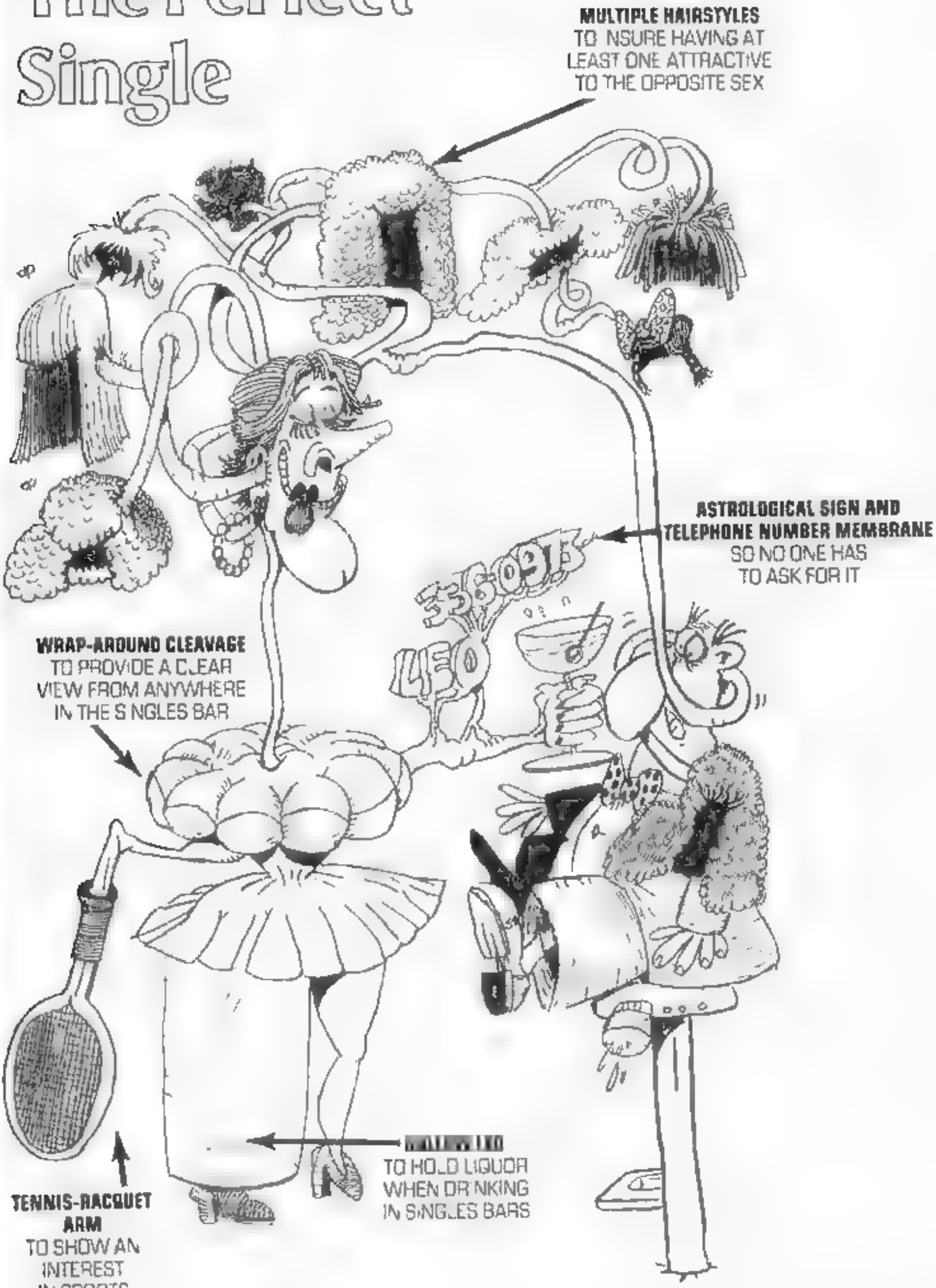
The Perfect Secretary


EXTRA-FOREHEAD ARM
TO HOLD PHONE RECEIVERS
SUPER-LONG FLEXIBLE ARM
TO DO FILING AND COFFEE MAKING WITHOUT GETTING UP
KUSH
TEN-FINGERED HAND
SO ALL THE TYPING CAN BE DONE WITH ONE ARM
DESKTOP-SHAPED CHEST
TO HOLD TYPEWRITER AND OTHER OFFICE EQUIPMENT
OVERSIZED LEG
TO BLOCK PEOPLE FROM ENTERING THE BOSS'S OFFICE WITHOUT PERMISSION

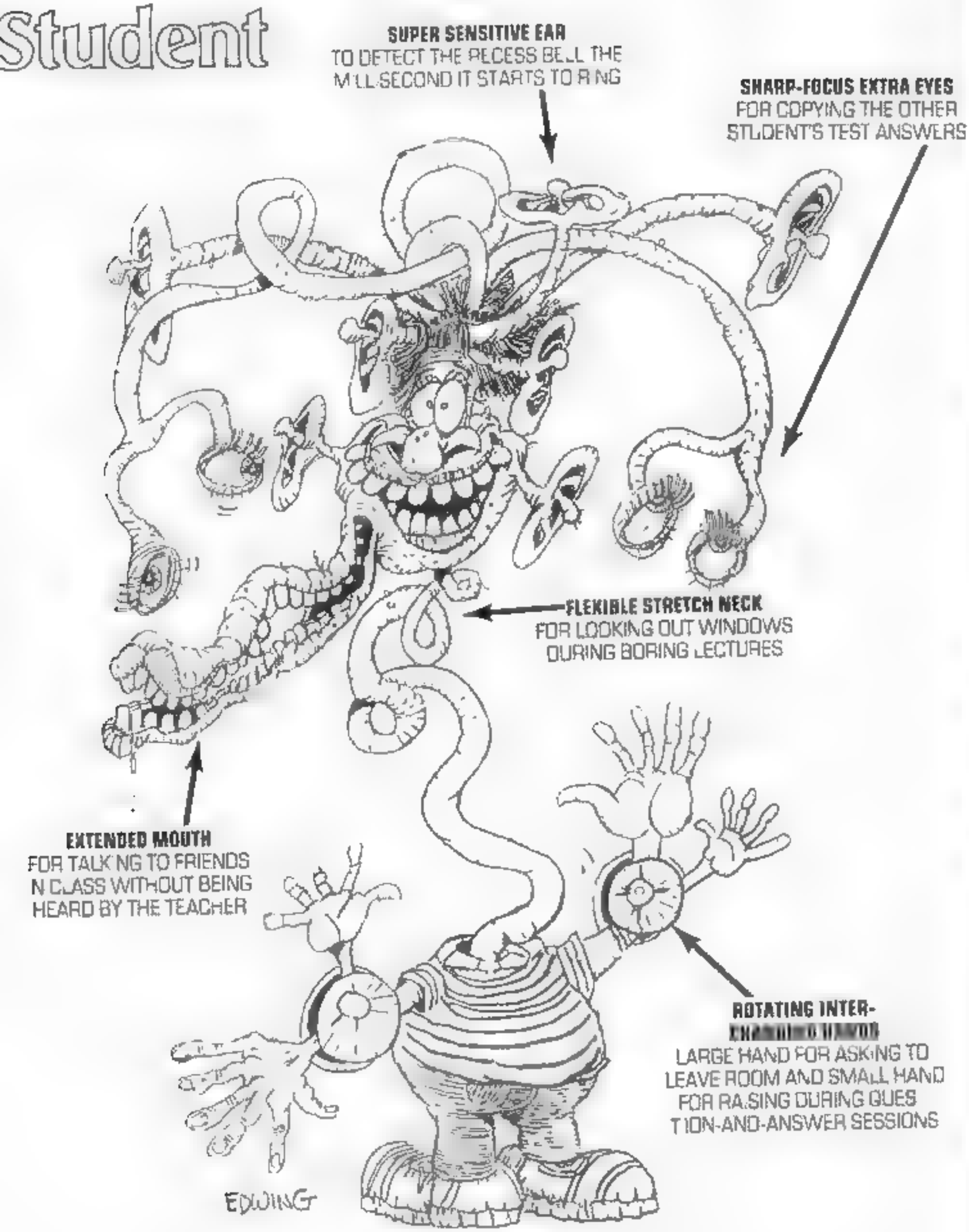
The Perfect Commuter

LUMINOUS FINGER AND TELESCOPIC ARM
FOR HAILING CABS AND BUSES AND HOLDING ONTO OVERHEAD STRAPS
ASBESTOS LIPS
FOR DRINKING SCALDING HOT COFFEE ON THE RUN
BODY SPIKES
TO WARD OFF OTHER COMMUTERS WHO STAND TOO CLOSE
SPORTS
EXTRA FOOT
FOR JAMMING INTO CLOSING SUBWAY AND ELEVATOR DOORS
THIRD-HANDED ARM
FOR READING PAPER AND HOLDING ATTACHÉ WHILE STANDING UP

The Perfect Single

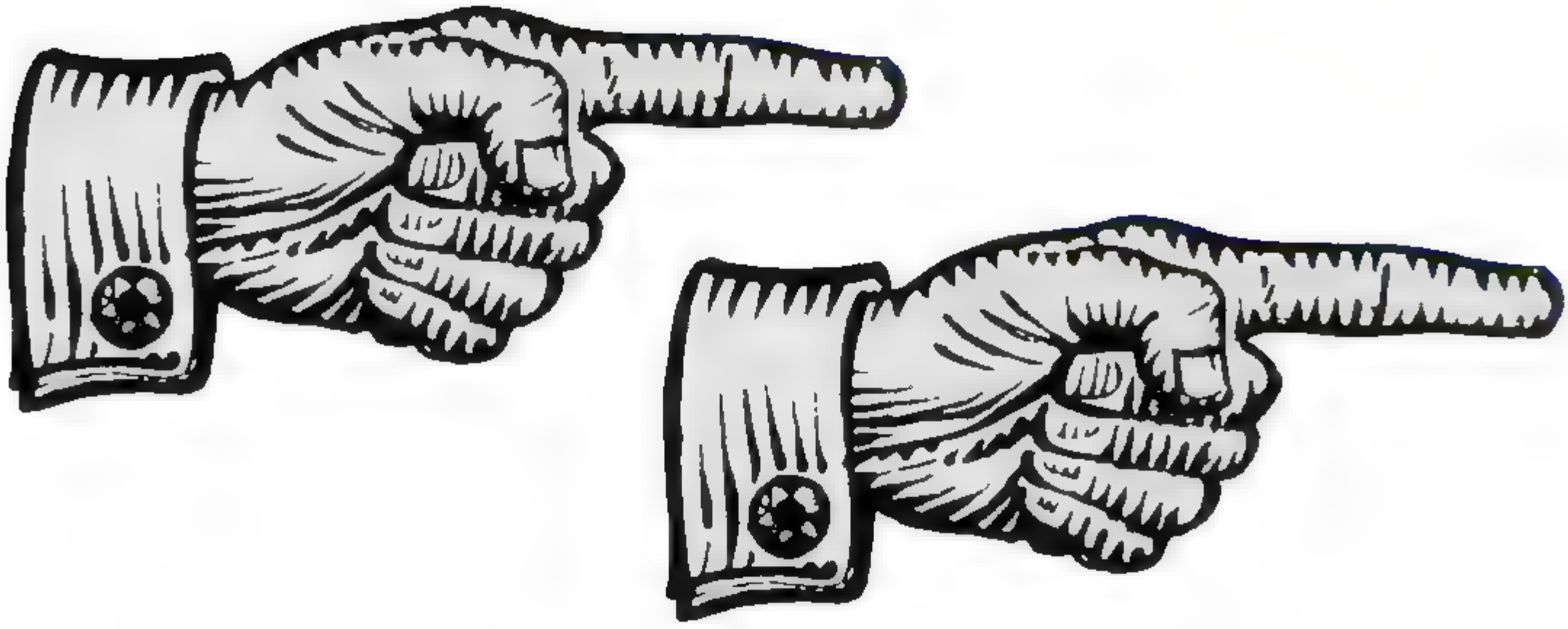

MULTIPLE HAIRSTYLES
TO INSURE HAVING AT LEAST ONE ATTRACTIVE TO THE OPPOSITE SEX
ASTROLOGICAL SIGN AND TELEPHONE NUMBER MEMBRANE
SO NO ONE HAS TO ASK FOR IT
WRAP-AROUND CLEAVAGE
TO PROVIDE A CLEAR VIEW FROM ANYWHERE IN THE SINGLES BAR
TENNIS-RACQUET ARM
TO SHOW AN INTEREST IN SPORTS
TO HOLD LIQUOR WHEN DRINKING IN SINGLES BARS

The Perfect Student


SUPER SENSITIVE EAR
TO DETECT THE RECESS BELL THE MILLISECOND IT STARTS TO RING
SHARP-FOCUS EXTRA EYES
FOR COPYING THE OTHER STUDENT'S TEST ANSWERS
FLEXIBLE STRETCH NECK
FOR LOOKING OUT WINDOWS DURING BORING LECTURES
EXTENDED MOUTH
FOR TALKING TO FRIENDS IN CLASS WITHOUT BEING HEARD BY THE TEACHER
ROTATING INTER-
LARGE HAND FOR ASKING TO LEAVE ROOM AND SMALL HAND FOR RAISING DURING QUESTION-AND-ANSWER SESSIONS
EDWING

Nothing to see here!

Please skip ahead.



FLOP, FLOP, QUIZ, QUIZ DEPT.

One way filthy rich TV game show producers become even more filthy rich is by spinning their shows off into home-version board games. We think this is outrageous! WE want to be the ones who get filthy rich! So we're offering our new version of a popular game show spinoff. Here's

MAD'S HOME VERSION OF JEOPARDY!

WRITER: J. PRETE

TELEVISION	POTPOURRI	THE MOVIES	CURRENT EVENTS	[illegible] PHRASES	MUSIC
TV'S "[illegible] COUPLE"	SHE IS OFTEN REFERRED TO AS "OLD GLORY"	[illegible] YOUNG H'WOOD ACTORS IN FILMS "ST. ELMO'S FIRE" & "THE BREAKFAST CLUB"	SCENE WHERE THE NICARAGUAN CONTRAS' MOST BITTER BATTLE TO DATE HAS BEEN FOUGHT	IN MEXICO: "¿OLVÍDATE DE LAS [illegible] MILLAS POR GALÓN, CUANTAS PERSONAS CABEN EN EL BAÚL?"	OLD MCDOÑALD HAD ONE
BIG BIRD IS ONE OF THE [illegible] OF THESE	SCIENTISTS SAY IT ACTUALLY TAKES 23 HRS., 56 MIN. & 4.1 SEC. TO BE COMPLETED	[illegible] BEST ACTOR IN 1985	IN NEW YORK CITY, (718) &, (212)	IN ITALY: "CHI L'HA APPRESO SULLA 'STUTUA DI DAVID'?"	[illegible] PURPLE RAIN
IT FOLLOWS "THE TONIGHT SHOW" ACROSS MOST OF THE U.S.	IT BEGAN "LONG AGO, IN A GALAXY FAR, FAR AWAY..."	THE FULL NAMES OF THE THREE STOOGES	FOR MANY AMERICANS, HE AND NANCY ARE THE PERFECT COUPLE	IN AUSTRIA: "NA GAUT—SO HABN WIR AN NAZI ALS BUNDESPRÄSIDENT GWÄHLT—DER MANN BRAUCHTE EBEN AN POSTEN!"	SCIENTISTS SAY IT CONTAINS EVERY COLOR IN THE SPECTRUM
THEY BECAME FAMOUS AS "TWO WILD & CRAZY GUYS"	ACCORDING TO THE OLD ADAGE, THIS "KEEPS THE DOCTOR AWAY"	MOVIE INDUSTRY EXPERTS SAY IT WILL PROBABLY TOP $10 IN 2 YEARS	THE TERM FOR AN ATTACHMENT TO A BILL GOING THROUGH CONGRESS	IN FRANCE: "AU CUL LES [illegible] 'DONNE AUX TERRORISTS CE QU'IL VEULT!"	FEMALE SINGING GROUP OF WHICH VANNA WHITE IS FORMER MEMBER
GERALDO RIVERA [illegible] WHEN HE OPENED THIS	HE DEFEATED JIMMY CARTER IN 1980	FOR STAR TREK'S CAPTAIN KIRK, IT REPRESENTS "THE FINAL FRONTIER"	AS A TEAM, THE NY METS HIT 127 OF THESE IN 1986	IN LEBANESE: هل أنا مجنون! زم آية كان انتبار سيارة آخر!	CHAKA KHAN AND WANG CHUNG, FOR EXAMPLE

(ANSWERS ON REVERSE)

MAD'S HOME VERSION OF

JEOPARDY!

ANSWERS

And remember, your answer* MUST *be in the form of a question!

TELEVISION	POTPOURRI	THE MOVIES	CURRENT EVENTS	FOREIGN PHRASES	MUSIC
WHO ARE DIANE SAWYER & MORLEY SAFER?	WHO IS JOAN COLLINS?	WHO ARE THE HAS-BEENS?	WHAT IS THE UNITED STATES SENATE FINANCE COMMITTEE NOW?	WHAT IS, "FORGET ABOUT THE GAS MILEAGE, HOW MANY PEOPLE CAN FIT IN THE TRUNK?"	WHAT IS A MISTAKE?
WHAT ARE JOAN RIVERS LOOKALIKES?	WHAT IS THE SUPER BOWL'S PRE-GAME & WRAP-UP SHOW?	WHO IS CLAUS VON BULOW?	WHAT IS THE NO. OF FELONS ARRESTED EVERY HOUR, & THE NO. OF THOSE WHO WILL EVER SEE THE INSIDE OF A JAIL?	WHAT IS, "WHO HUNG THAT ON THE 'STATUE OF DAVID'?"	WHO IS THE CHIEF ENGINEER AT CHERNOBYL?
WHAT IS 10 MINUTES OF FOOLING AROUND WITH YOUR WIFE?	WHAT IS THE LIFE STORY OF RONALD REAGAN?	WHAT ARE "DAN RATHER," "PETER JENNINGS" & "TOM BROKAW"?	WHO IS SLUGGO?	WHAT IS, "OK, SO WE ELECTED A NAZI PRESIDENT OF OUR COUNTRY. THE MAN NEEDED A JOB!"	WHAT IS CYNDI LAUPER'S HAIR?
WHO ARE OLIVER NORTH & JOHN POINDEXTER?	WHAT IS NO MEDICAL INSURANCE COVERAGE?	WHAT IS THE PRICE OF A MEDIUM-SIZE POPCORN, NO BUTTER?	WHAT IS A BRIBE?	WHAT IS, "SCREW THE AMERICANS! GIVE THE TERRORISTS WHATEVER THEY WANT!"	WHO ARE THE POINTER SISTERS?
WHAT IS HIS FAN MAIL FILE?	WHO IS JIMMY CARTER?	WHAT IS LT. UHURA'S RECORD?	WHAT ARE OPPOSING PLAYERS, ABUSIVE FANS AND OFF-DUTY HOUSTON POLICEMEN?	WHAT IS, "AM I CRAZY, OR WAS THAT ANOTHER CAR BOMB?"	WHAT ARE TWO SOUNDS MADE BY OPRAH WINFREY WHEN PUTTING ON HER PANTYHOSE?

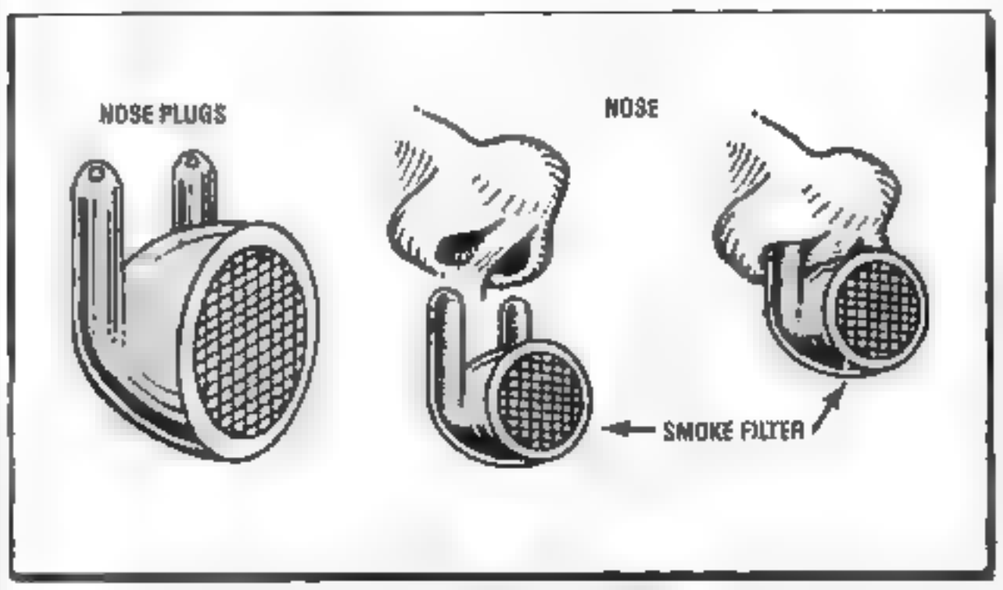
ALL JAFFEE DEPT.

When it comes to new inventions, all we ever hear about are the super sophisticated, high-tech marvels of industry, aerospace, defense and so on. But for most of us, this is meaningless. After all, how often do we have a need for a microprocessor-driven, laser-guided ingot-splitting device? For the kinds of problems *we* face, we'd much rather have (and desperately want!) these..

LOW-TECH INVENTIONS FOR EVERYDAY NEEDS

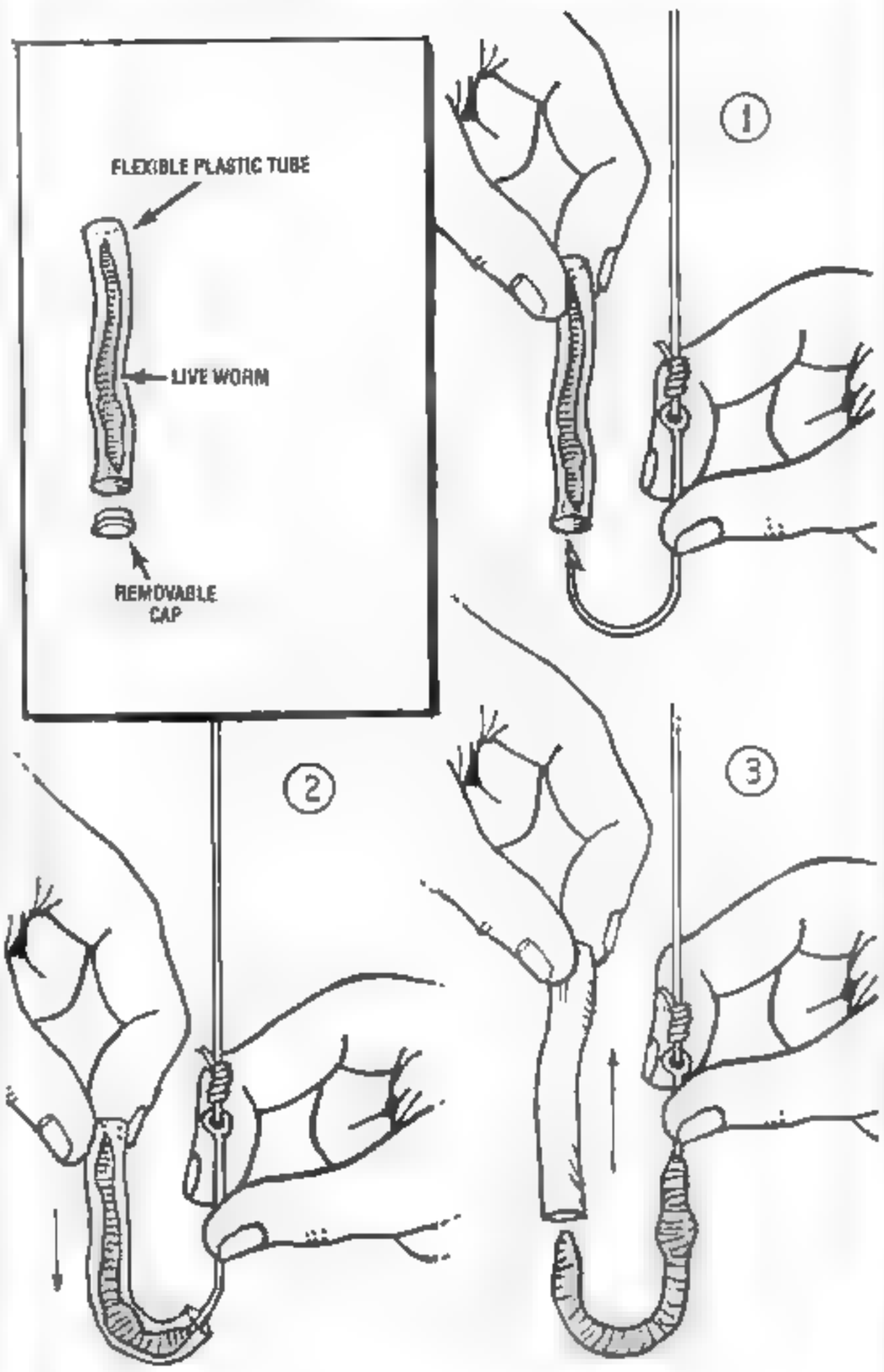
ARTIST AND WRITER: AL JAFFEE

THE NOSE HOSE



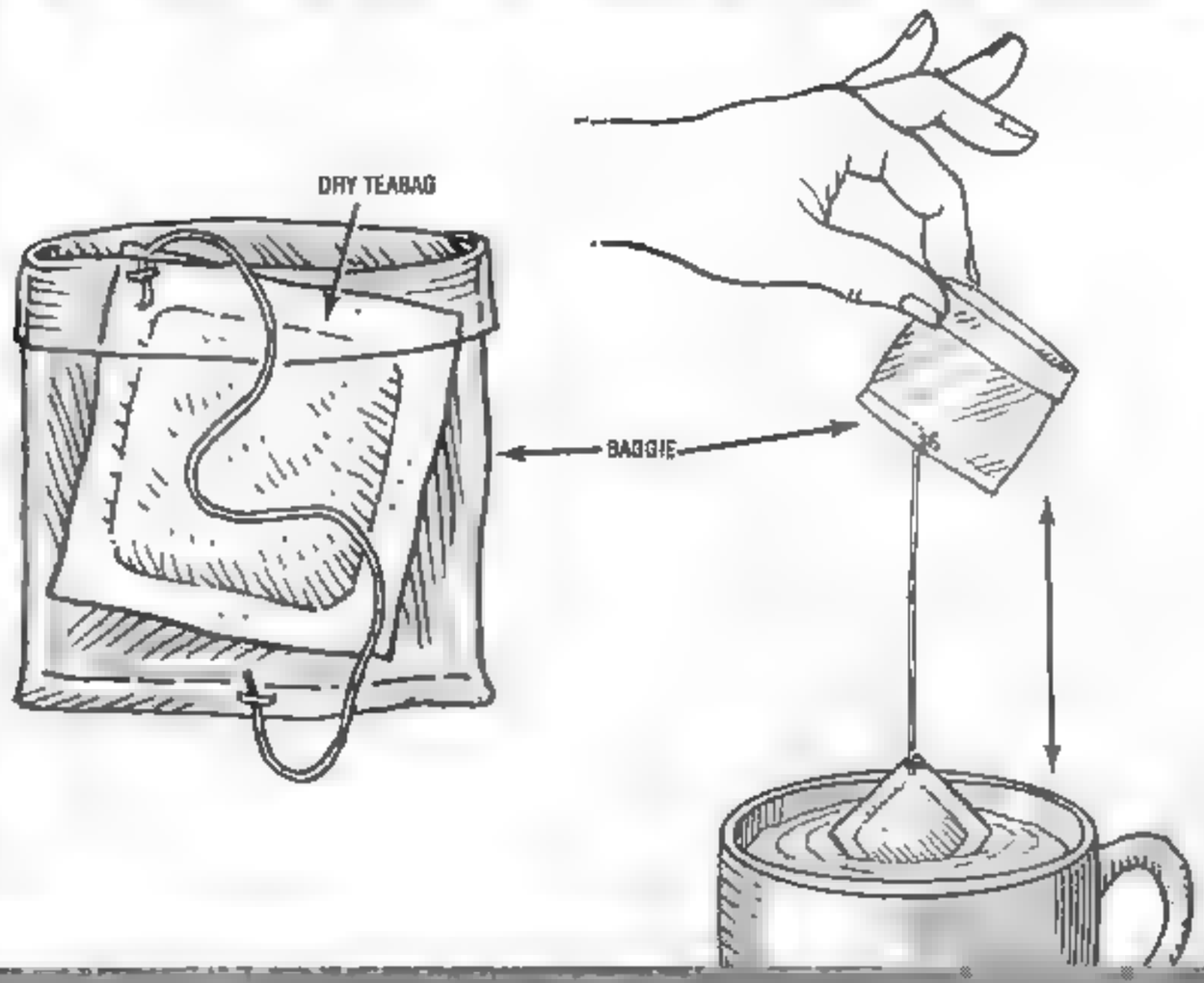
Simple, easy to wear nose plug filters smoke for people who can't avoid being in smoke-filled rooms.

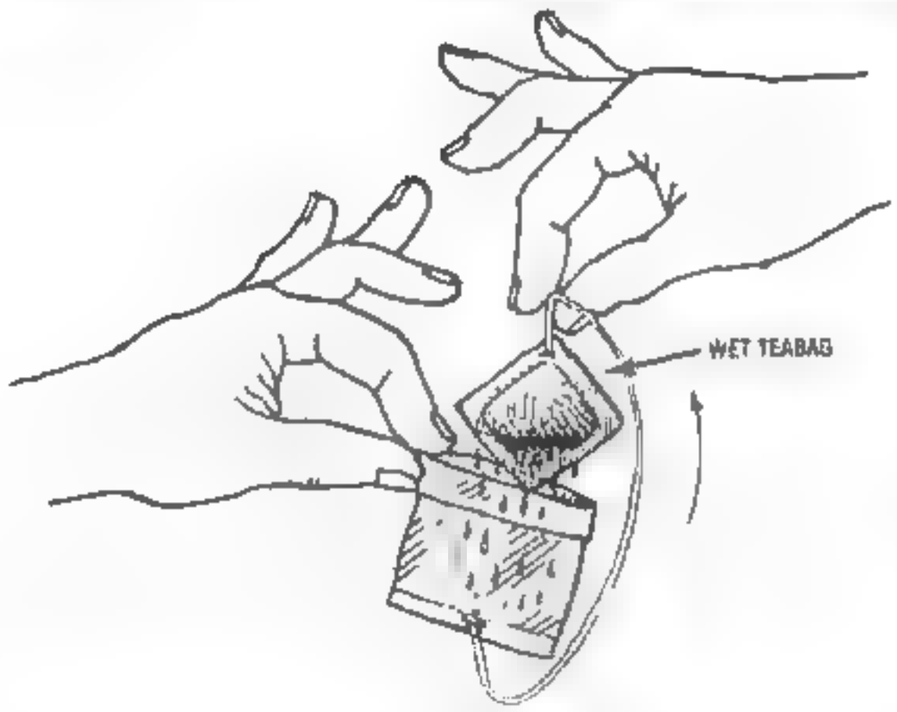
THE FASTER MASTER BAITER



Fishing worms sold in soft plastic tubes. Queasy people can then place them on hooks without touching them.

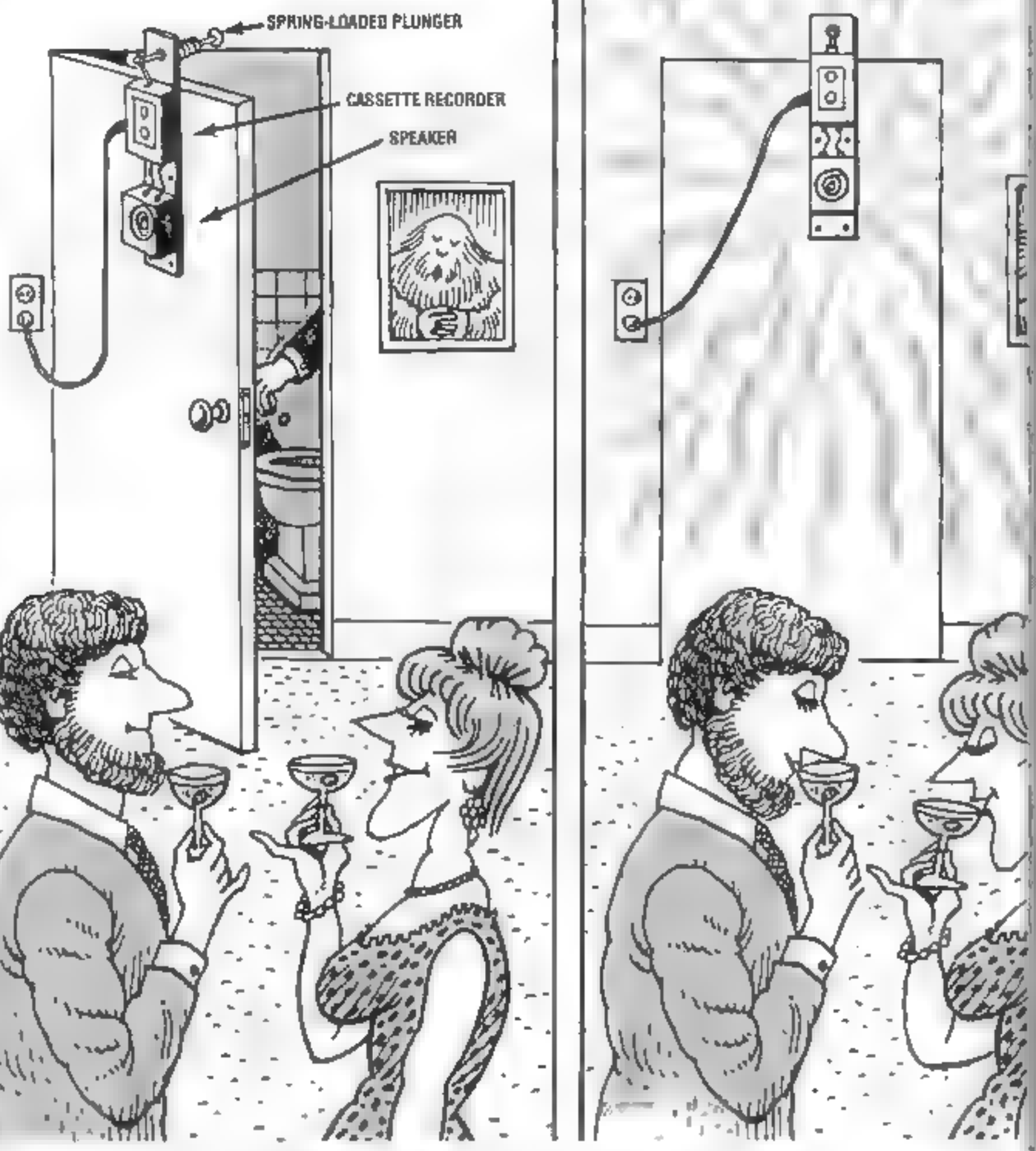
THE NO SNAG, NON-SAG TEA BAG BAG





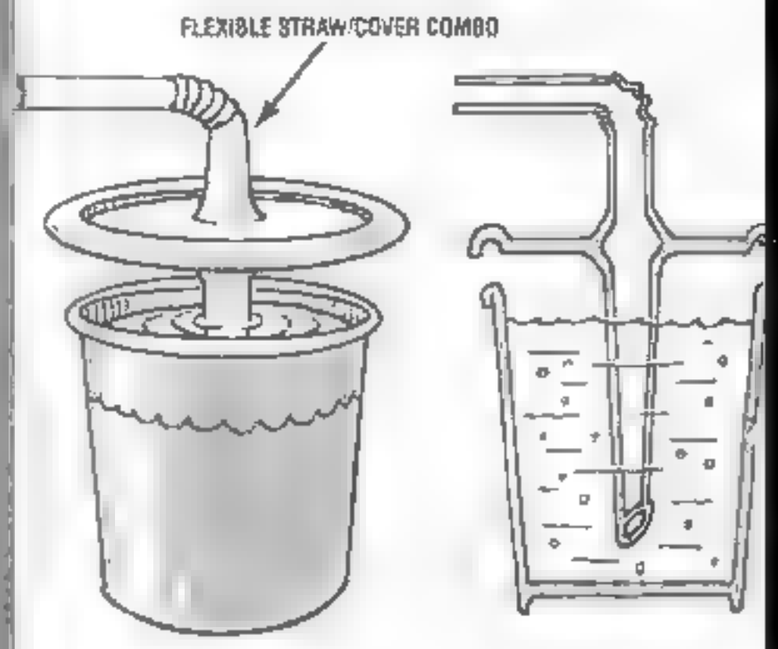
Teabags with their own little plastic baggies, so no one has to slop dripping tannic acid over everything when the bag is removed from the cup.

THE BATHROOM "BLASTER" MASKER



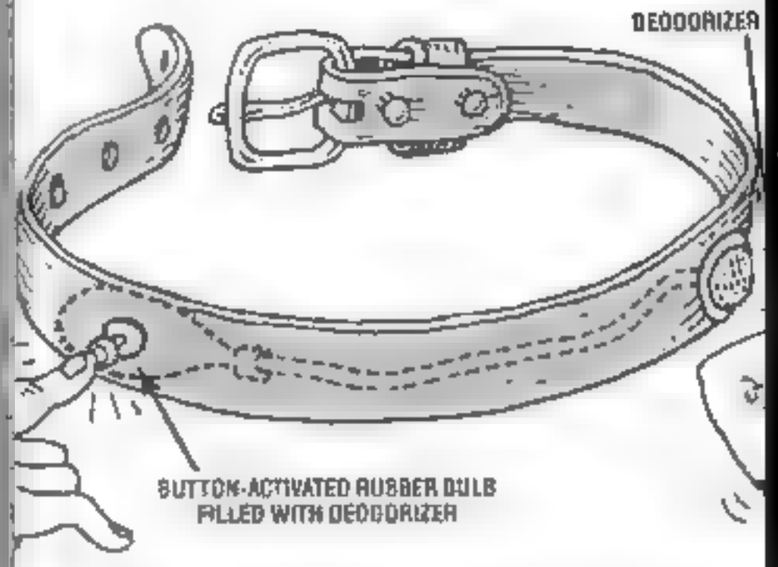
A spring-operated cassette player for attachment to bathroom doors in small apartments. Drowns out sounds that may embarrass company.

THE HIP NO



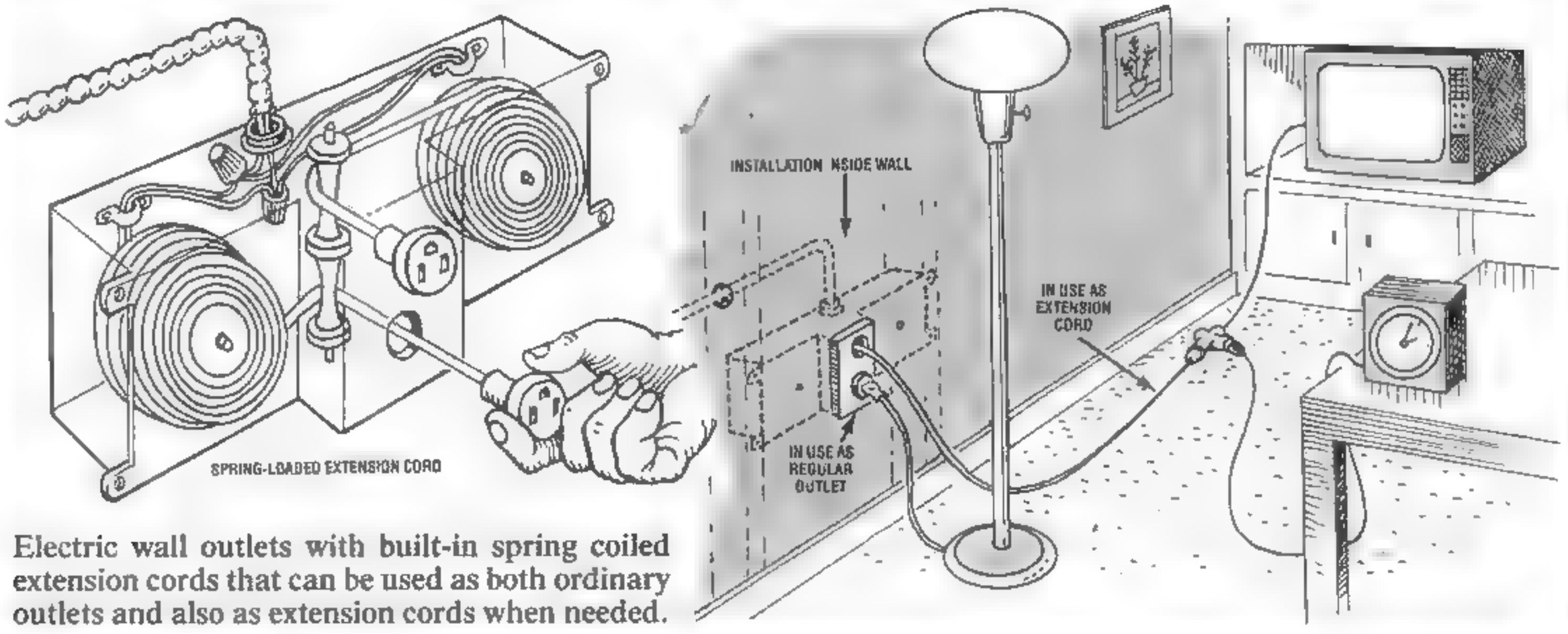
Take-out soda cup covers with built-

THE STENCH



A belt that, at the push of a button, releases strong deodor-

THE INSET OUTLET EXTENDER MENDER



Electric wall outlets with built-in spring coiled extension cords that can be used as both ordinary outlets and also as extension cords when needed.

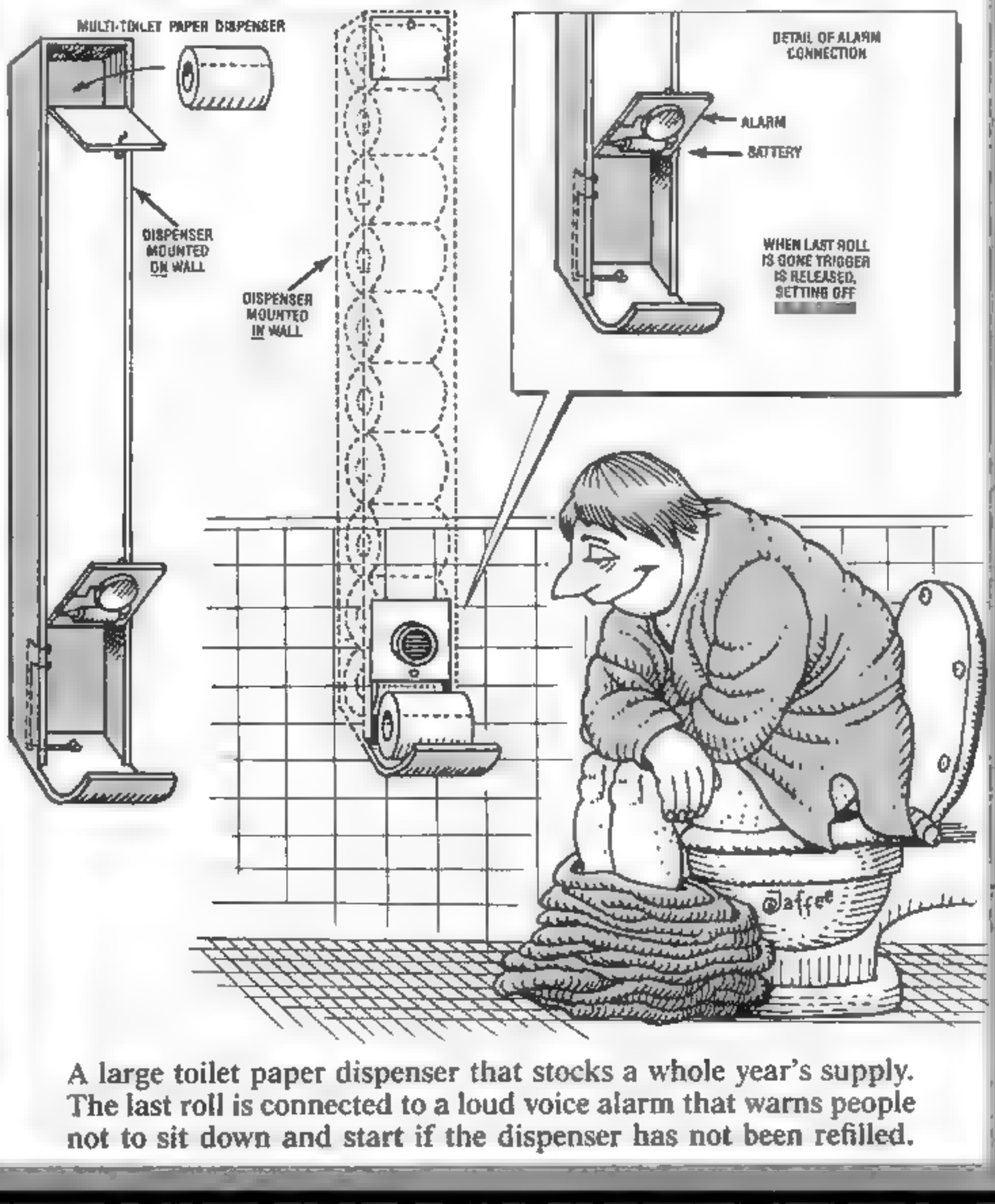
DRIP SIPPER

in straws for safe use while driving.

QUENCHER

ants that mask foul smells when stuck in a hot crowded place.

THE NO-PANIC PAPER PURVEYOR

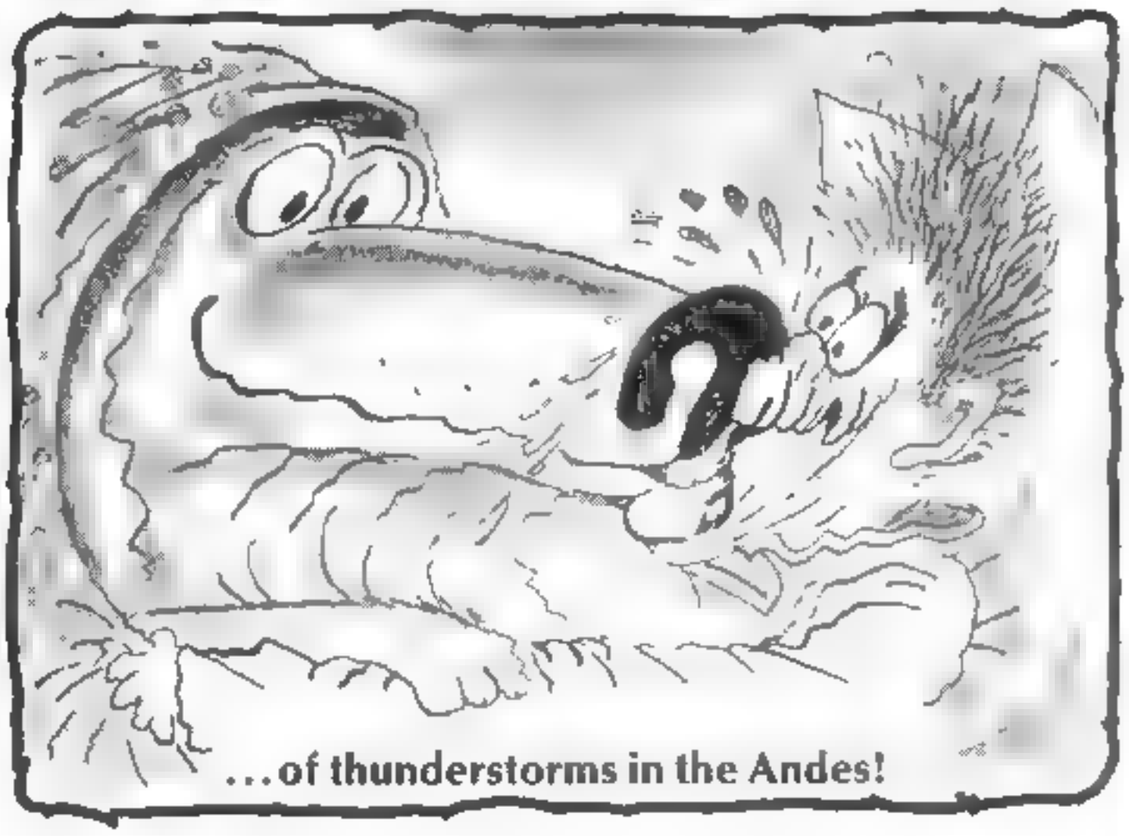


A large toilet paper dispenser that stocks a whole year's supply. The last roll is connected to a loud voice alarm that warns people not to sit down and start if the dispenser has not been refilled.

CREATURES FROM A HACK BUFFOON DEPT.

YOUR PET

...where your other pet is!!



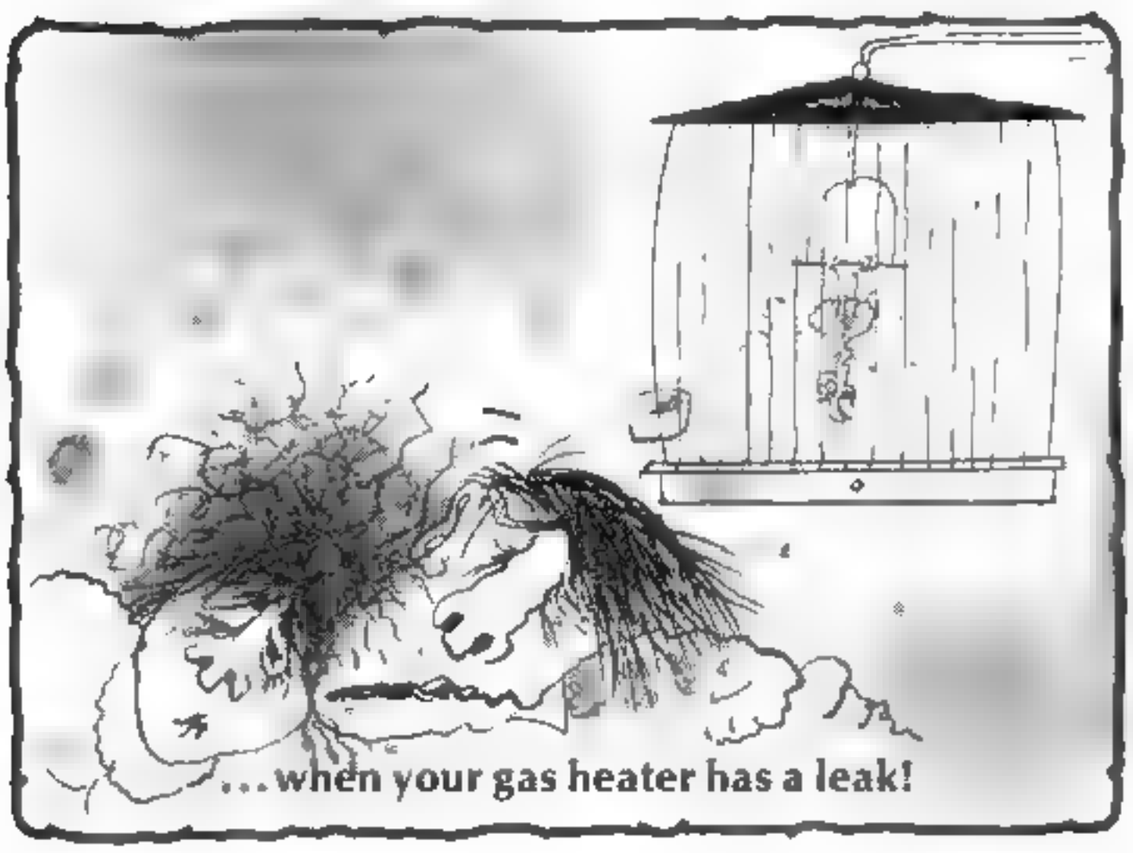
...of thunderstorms in the Andes!

...who needs a change of socks!

...where your property ends and your neighbor's begins!

KNOWS . . .

ARTIST AND WRITER:
PAUL PETER PORGES



THE MAD MERCHANDISE MART

BECOME A DEEJAY!

Newscaster/Announcer Extra/Flunkie/Janitor

NO PREVIOUS EMPLOYMENT NECESSARY!
NO FUTURE EMPLOYMENT GUARANTEED!

LEARN BY SITTING BEHIND AN ACTUAL RADIO AND TALKING THROUGH THE SPEAKER!

SOME OF OUR TRAINEES ARE ALREADY LISTENING TO CBS, ABC AND NBC AFFILIATES THROUGHOUT THE WORLD!

TAKE A BUSINESS-SIZE ENVELOPE AND SPEAK INTO IT IN LOUD, CLEAR TONES. SAY YOUR NAME, ADDRESS AND HOME PHONE NUMBER INTO THE ENVELOPE. ENCLOSE $20 SO WE MAY DETERMINE IF YOUR VOICE IS STILL IN THE ENVELOPE WHEN WE OPEN IT. IF IT IS, YOU HAVE THE KIND OF RESONANCE THAT WE REQUIRE. SEND YOUR ENVELOPE TO:

DJ/NEWSCASTER/ANNOUNCER/EXTRA/FLUNKIE/JANITOR SCHOOL
14 Rich and Famous Lane, Robin Leach, Nebraska

MAKE BIG BUCKS!

SELL BURGLAR ALARMS TO YOUR NEIGHBORS!

If they won't buy because they think burglar alarms are worthless, sell their addresses to shady characters and make big bucks anyway! You can't lose! Send for info. Enclose $2.00 postage and a large hacksaw. Mail to: Alarming Money-Making Plans, Cell 1717, Sing Sing, New York 10304

SONGWRITERS—

DON'T BE RIPPED OFF!

Others may steal your songs! Let us determine if your song is worth stealing. Send us all copies of your music and lyrics. (Send us everything! Don't leave a single copy lying around in your home to be stolen!) If we feel your work is not suitable for stealing, we will return it and you pay just $10 for our appraisal! If your stuff *is* worth stealing you won't hear from us again, but we guarantee you will hear your song on the radio! Remember, send all copies of your music and lyrics to: **Tin Ear Alley, 87 Lionel Richie Road, Sondheim AZ.**

They're Available In Dozens Of Shapes!
They're Available In Dozens Of Colors!
They're Illegal In Dozens Of States!
They're Responsible For Dozens Of Injuries And Deaths!

FIREWORKS

FIRECRACKERS! ROMAN CANDLES! ASHCANS! SPARKLERS!

plus: **HAND GRENADES! LAND MINES! TORPEDOES! EXOCET & PERSHING MISSILES! NUCLEAR WARHEADS** & more!

For **FREE CATALOG,** send an unmarked five dollar bill (just to cover postage, of course) to **T.N.T. FIREWORKS,** 11 Sparkler Lane, Kaboom, Kansas 10314.

I LOST 14 POUNDS THE FIRST THREE MINUTES... 41 POUNDS THE FIRST WEEK... 133 POUNDS THE FIRST MONTH...

(And I only started out weighing 127 lbs.!)**

** Actual testimony will be on file if this satisfied customer ever reappears!

Yes, it's the incredible...

ABDOMINAL SNOWJOB SLEEP-AWAY-FAT DIET!

NO EXERCISE! NO PILLS!
NO NONSENSE! NO REFUNDS!

(But you must sleep during breakfast, lunch *and* dinner and snooze during between-meal snacks!)

ACTUAL DOCTOR'S TESTIMONY: "I've seen hundreds of diets in my life, but NEVER one like this!"

OUR TRIPLE GUARANTEE

We will send you **a diet guaranteed** to put three times your original weight back on if you decide you looked better before trying the **Abdominal Snowjob Sleep-Away-Fat Diet!**

This **incredible new diet plan** was discovered by a registered nurse who was trying to come up with a better paste for hanging wallpaper. But her **secret formula** can now be **yours!**

RUSH ORDER FORM

Abdominal Snowjob Diet Plan
10 Love Handle Lane
Fat Chance, Ill 225+

Yes! Please rush my order so I can start losing weight immediately! I understand that if I don't hear from you in three or four months I may start losing weight anyway just from worrying about my order, so I can't go wrong!

- ☐ 4-Week Supply $19.95
- ☐ 8-Week Supply $45.98
- ☐ 12-Week Supply $72.35
- ☐ Calculator to check our math: add $12.95

NAME _____
ADDRESS _____
CITY STATE

WRITER: DICK DEBARTOLO
ARTIST: BOB CLARKE

THE MAD MERCHANDISE MART

HOMEWORK PROBLEMS?

For only $5 we will complete one term paper on any subject. For $25 we will complete six term papers on any subject.

SAVE EVEN MORE!
Send us $100 and we'll send you a diploma! (Yearbook $10 extra.)

School of Higher Edukation
Box 10000
Aldorado, New York

Actresses!

We are looking for sincere talented girls to appear in an all-nude version of Shakespeare's "As You Like It." Here is your chance to be seen and handled by top agents and producers! Send nude photo (or a bunch if you have them) to: Shakespeare-in-the-Buff Festival Auditions, c/o The Wild Pussycat Strip Joint and Pizza Palace, Las Vegas, NV 12121

GENUINE FAKE I.D.'s

DRIVER'S LICENSE!
MEDICARE CARD!
SOCIAL SECURITY CARD!

So authentic they will fool any government agency! Get on welfare roles! Receive unemployment checks! Use food stamps! Bilk the government out of hundreds of thousands of dollars! Obviously we offer these I.D.'s "For Fun Purposes Only." For complete catalog send your name, address and proof that you're not a federal agent to: Fake I.D., 21 Wedtech Lane, Bronx, NY.

Murry's House Of Health

VITAMIN SALE!

MULTI-ALPHABET VITAMINS!

BRAND NEW!

A to Z VITAMINS!
Released in Alphabetical Order!
100 tablets. $12.99

MULTI-ALPHA VITAMINS with EXTRA VOWELS!
More than 10 times your body's needs for vitamins A,E,I,O, and U!
100 tablets. $18.95

VITAMIN U TABLETS!
The much-needed vitamin if you want to use the other vitamins you take to spell dirty words!
100 tablets $22.95

HIGH FIBER SUPPLEMENTS!

FORGET BRAN, OATS AND THOSE OTHER "KIDDIE" FORMULAS. MURRY HAS. .

OAK...TEAK...and now...MAHOGANY!...mix in cereals, juice, eggs etc. Or mix with Elmer's Glue and make tabletops, floor tiles, book shelves etc. Only $9.99 per pound (add $3.98 extra for building plans).

SPECIAL!
COD LIVER OIL ...$1.79/4 oz.
COD LIVER OIL w/ONIONS ...$5.99/4 oz.

HAIR VITAMINS!
30 Day Supply. $18.95
(Please state where you would like hair to grow.)

VITAMIN E
(Can be taken face down as Vitamin M)
100 tablets. $15.95

REMEMBER:
In the words of Murry, our founder, "Vitamins, they can't hurt and they just might help!" (And don't forget, Murry's next-door neighbor is a doctor!)

Murry's House Of Health

300 OUTLETS!!!

Unfortunately, they're all located at the same address! 4711 Gary Null Drive, Steroid, Arizona. Mail and phone orders accepted, except from government and FDA officials!

FRANK ON A ROLL DEPT.

THE BALLAD OF DR. R

(with apologies to Rudyard Kipling, although we're

You can talk of phone-in sex
And those movies rated "X,"
Full of orgies with a dozen people ballin';
But if you're stripped for action
And you can't get satisfaction,
There's a chubby little gal you should be callin'.

Now she ain't no Donna Mills,
And her shape won't give you thrills,
As you know, if you have seen her once or twice,
But for folks in search of kicks,
She's got such a bag of tricks
That Joan Collins even calls her for advice.

Hey there, Ruth! Ruth! Ruth!
Help that lady and her boy-friend in Duluth!
Show her how to use persuasion
So he'll rise to the occasion;
Only you alone can save 'em, Dr. Ruth!

Well, she sure rakes in the dough
From her syndicated show
And her books and home cassettes in full supply;
And it wouldn't be surprisin'
If real soon she's merchandisin'
Her own line of contraceptives folks can buy.

She was there to save the day
For that couple in L.A.,
Who complained that sex was utterly confusing;
They were worried and uptight,
But Dr. Ruth, she set 'em right
When she showed 'em sev'ral parts that they weren't using.

For it's Ruth! Ruth! Ruth!
Start 'em out real nice and early in their youth!
Show good sex is not beyond 'em
Once they're handy with a condom;
We can count on you to tell 'em, Dr. Ruth!

No one else could get away
With the stuff they let her say;
She don't ever show the slightest inhibitions;
Even Hefner, so it's said,
Blushes sev'ral shades of red
When she starts in demonstratin' new positions.

She's no preacher like you see
Sunday mornings on TV,
Who all promise you salvation for a price;
You can keep your PTL—
Dr. Ruth does twice as well
In showin' folks the way to paradise.

Yes, it's Ruth! Ruth! Ruth!
Ridin' higher ev'ry day, and that's the truth!
Provin' if you're cute and clever
Sex will sell as good as ever;
You're a crafty little number, Dr. Ruth!

A MAD SEXUA

ARTIST: GERRY GERSTEN

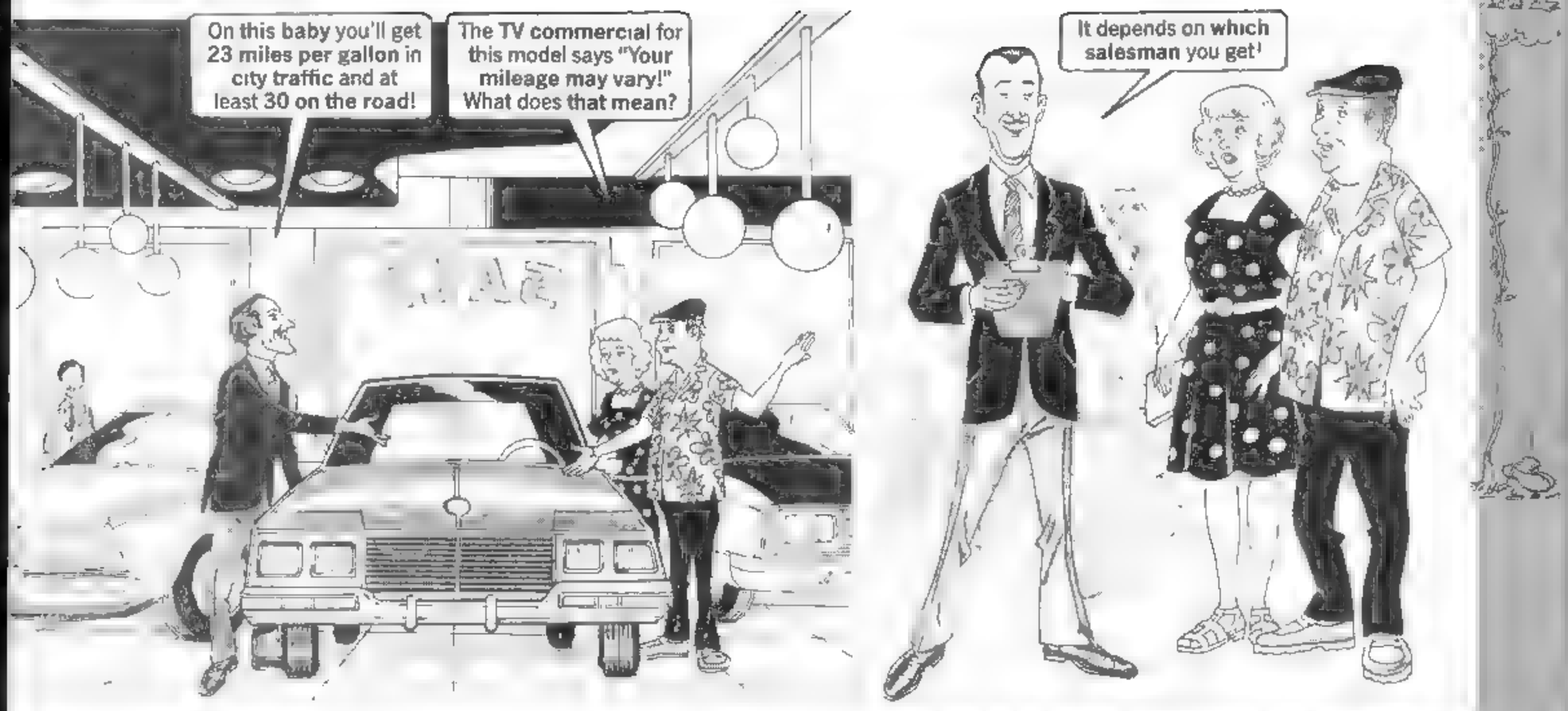
RUTH

pretty sure he doesn't care one way or the other)

AL "HANG-UP"

WRITER FRANK JACOBS

NEW CARS


On this baby you'll get 23 miles per gallon in city traffic and at least 30 on the road!
The TV commercial for this model says "Your mileage may vary!" What does that mean?
It depends on which salesman you get!

BERG'S-EYE VIEW DEPT.

THE LIGHTE

OLD FRIENDS

Norman Brown! You old son of a gun! I haven't seen you in years!
I'm not Norman Brown!
Sure you are! You lived on West 27th Street, you have two brothers, Ray and David you went to Bayonne High...
Sorry, but I'm afraid you're wrong on all counts!
Gee, he sure has changed a lot!

HOMEWORK

Grandpa, I can't figure out this math problem. Can you help me?
Hmm, maybe you don't understand this "bushels of apples" and "bales of hay" business! Let's try it this way—"If one girl pays $50 each for three pairs of designer jeans and another girl spends $80 to have her hair and nails done, how much
Were you able to help Lisa with her homework?
Yep! It's easy when you know the new math!

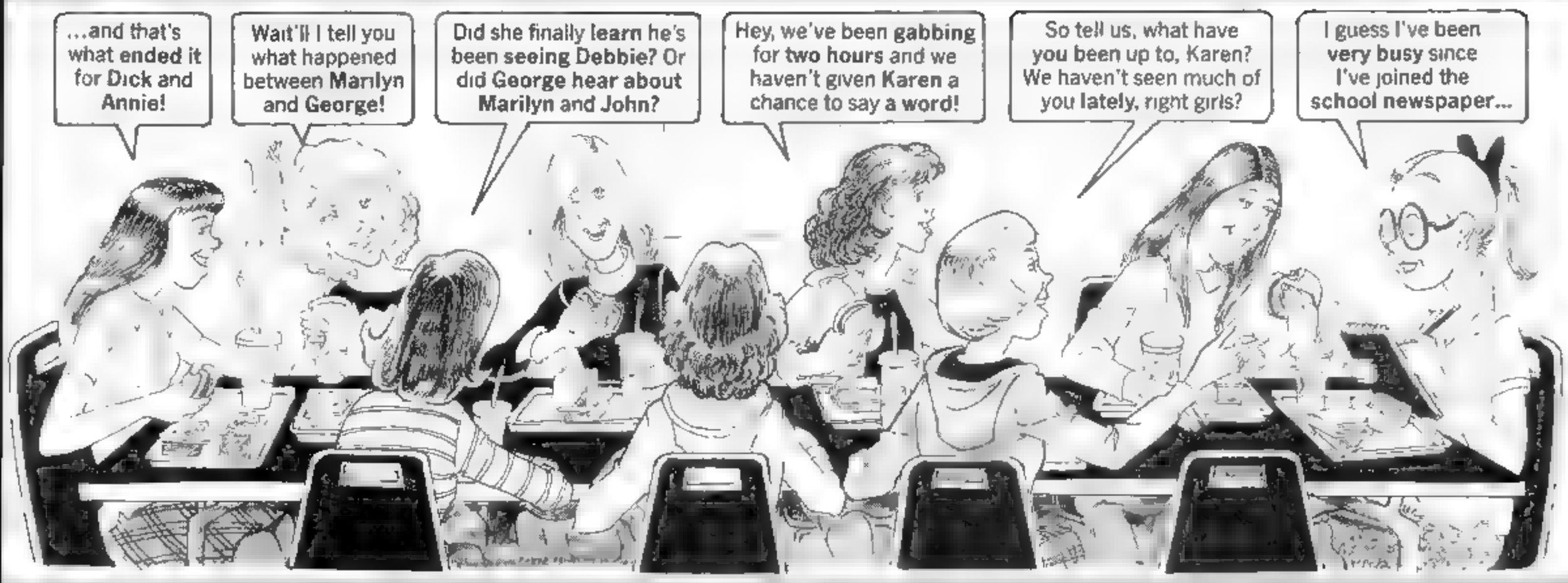
R SIDE OF...

ARTIST & WRITER
DAVE BERG

PRIORITIES

Hey, Tommy, I'm having a party at my house Saturday night! Lotsa girls, lotsa beer, lotsa laughs! Can you make it?
STATE
Hold on while I check my appointment book!
TV GUIDE

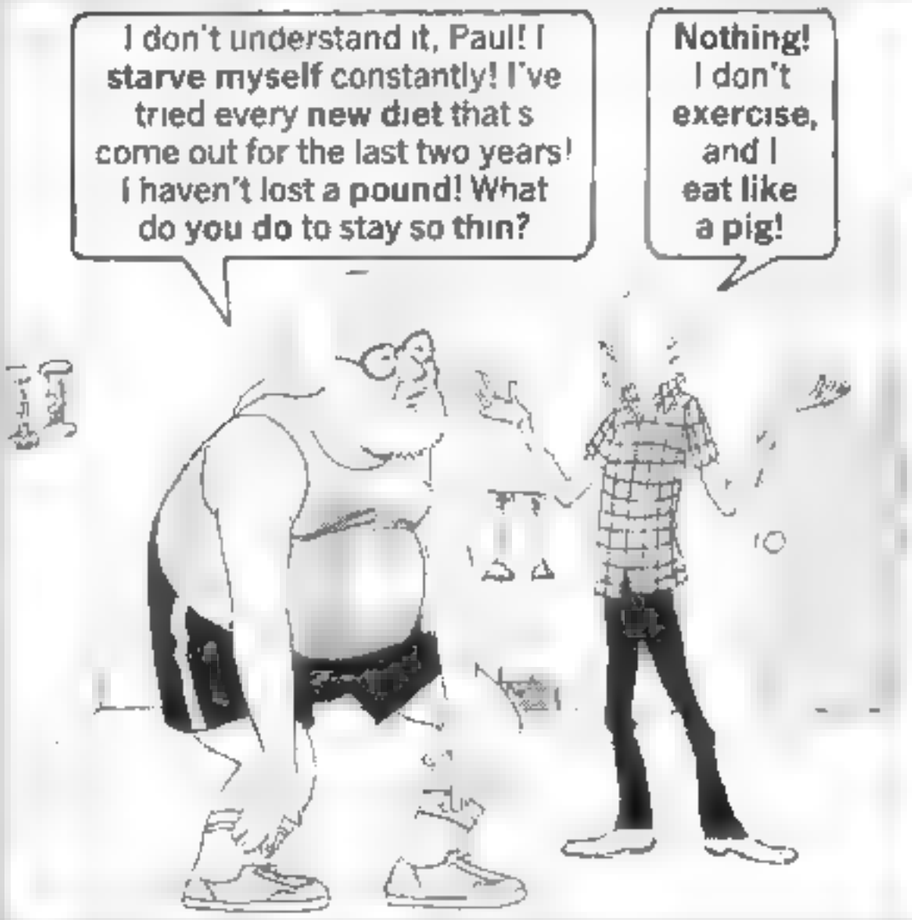
COMMUNICATION


...and that's what ended it for Dick and Annie!
Wait'll I tell you what happened between Marilyn and George!
Did she finally learn he's been seeing Debbie? Or did George hear about Marilyn and John?
Hey, we've been gabbing for two hours and we haven't given Karen a chance to say a word!
So tell us, what have you been up to, Karen? We haven't seen much of you lately, right girls?
I guess I've been very busy since I've joined the school newspaper...

RELATIONSHIPS

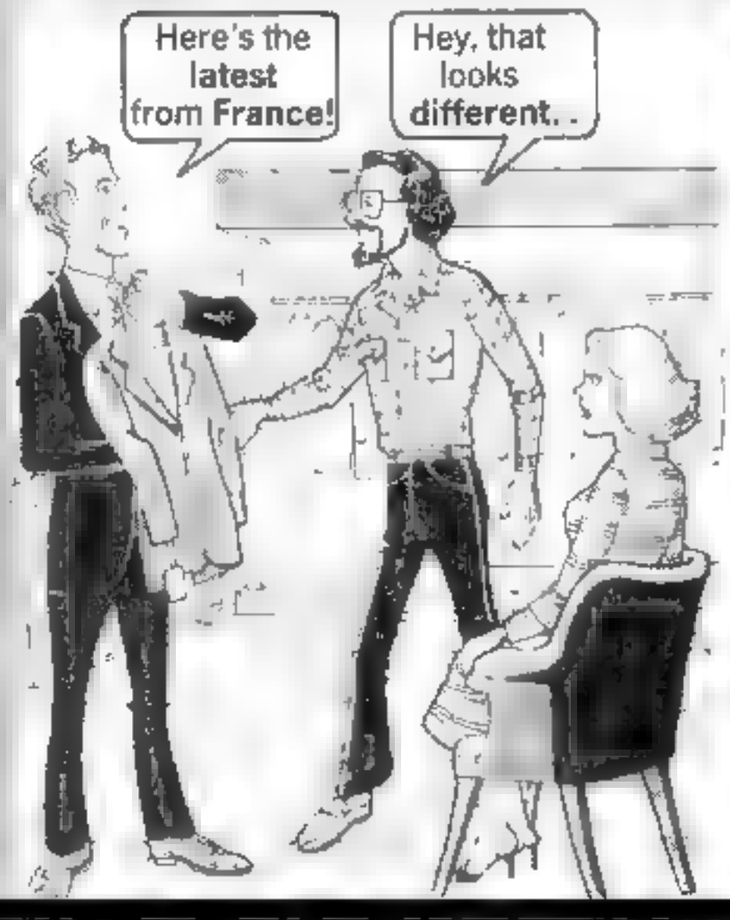
Hi, Linda! It's been years! I heard you met a terrific guy and got married!
Yes, but which one are you talking about, the second one or the third?

FOOD


I don't understand it, Paul! I starve myself constantly! I've tried every new diet that s come out for the last two years! I haven't lost a pound! What do you do to stay so thin?
Nothing! I don't exercise, and I eat like a pig!

APPEARANCES

TASTE



ASSERTIVE ACTION

..and taken over the Gossip Column!
Dad, can I have a new bike?
The answer is no! And that's final!
Hey, kid, don't give up now! Try throwing a tantrum!

THE TELEPHONE

Hey! Maybe that's what I should do!
Sandy, you tied up the phone for two hours!
It wasn't my fault! It was Susan...
. . .she just wouldn't stop listening!

Nah, you don't like that! It's too flashy!
This new Italian cut is very popular!
Wow! That would look great with
No, you hate that kind of look!
We also feature this design by Guglielmo Negron! Tell me, Madame, is the gentleman going to like this one?

ACHES AND PAINS

Sorry, Meg, I can't play mixed doubles with you this afternoon! My back is killing me!
What's the problem?
It's an old injury acting up! I got hurt at the U.S. Open Championships years ago!
I didn't know you played tennis at the U.S. Open!
He didn't! He fell off his seat in the stands!

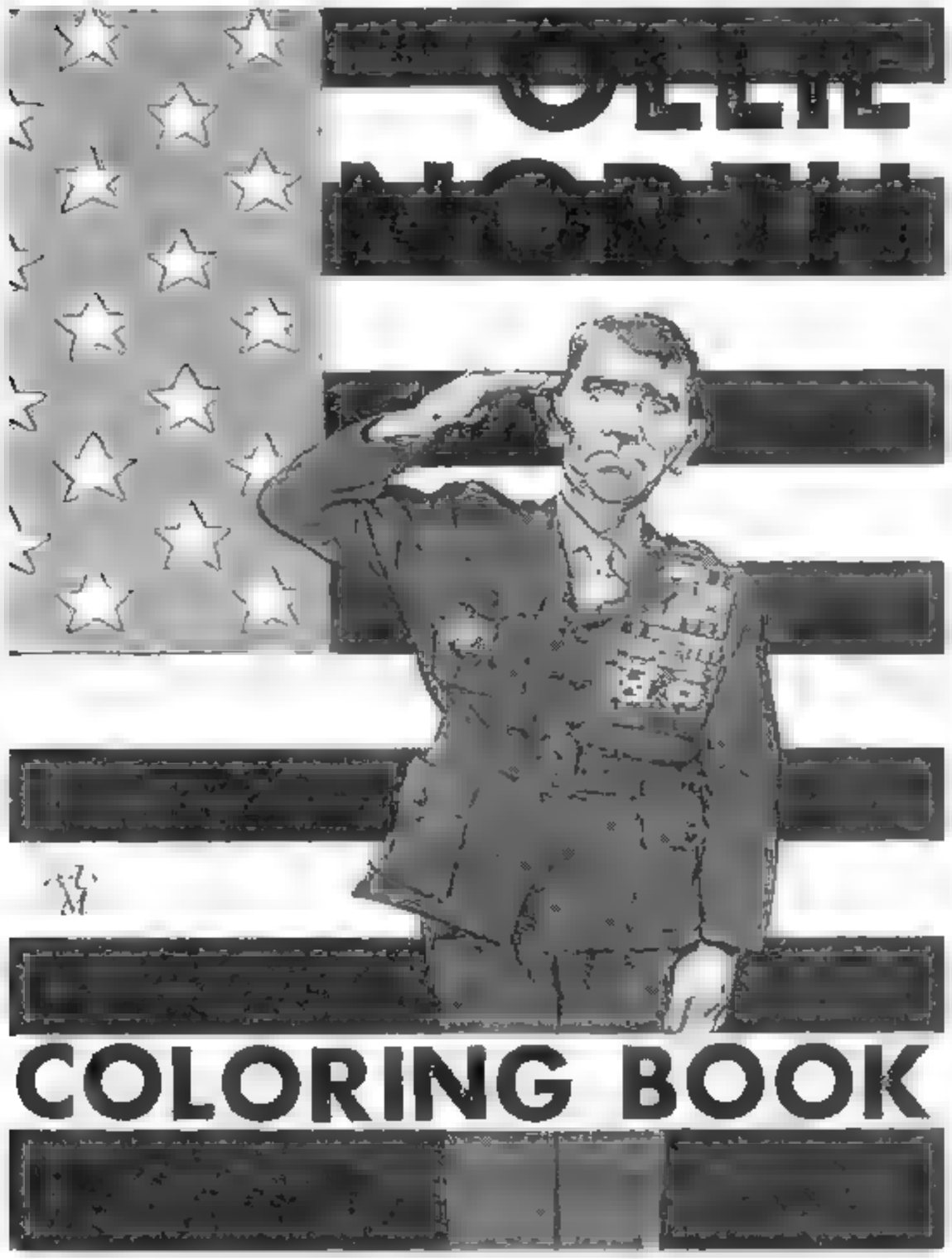
GUILT

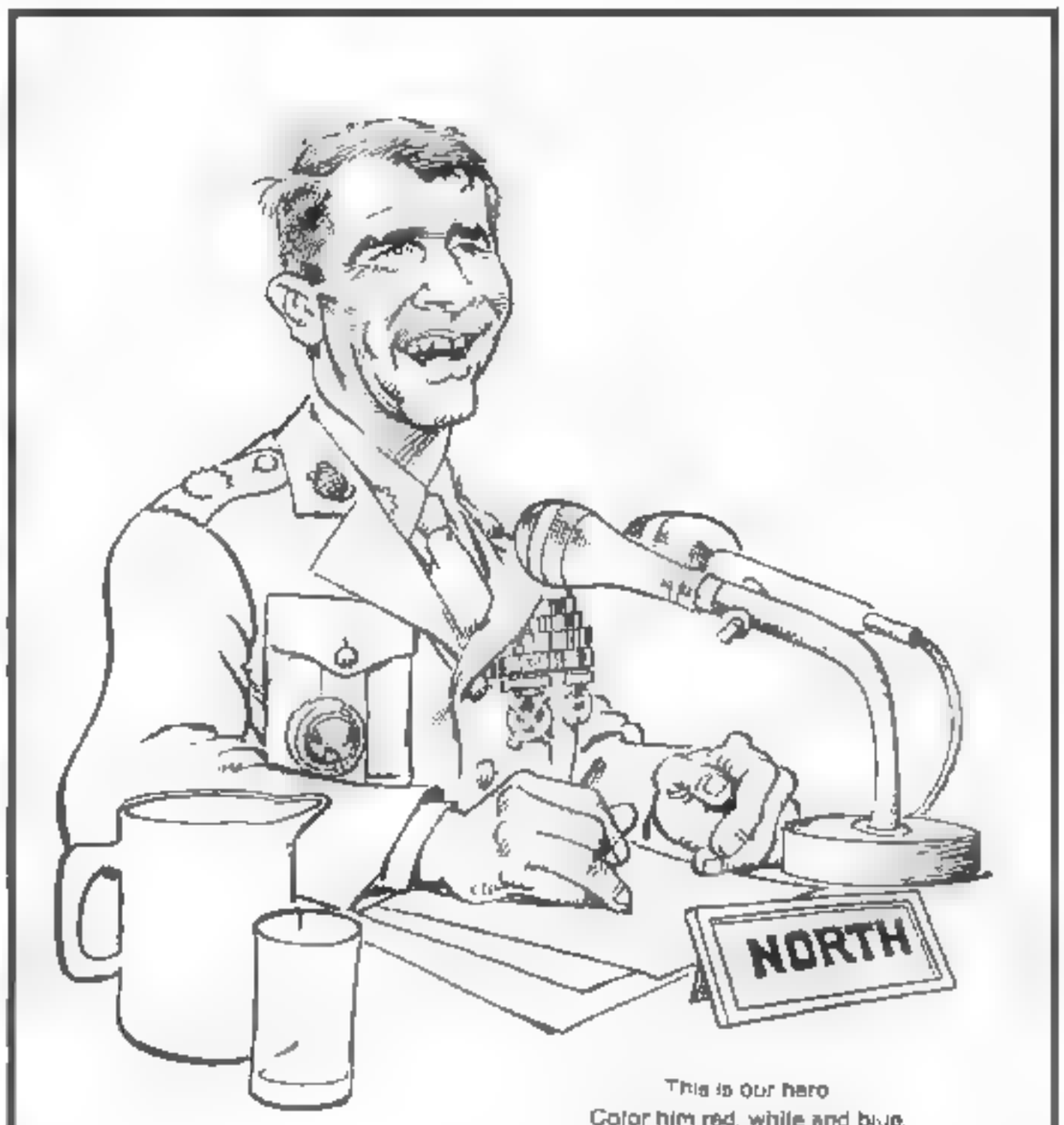
Oh, no! That was Mom's favorite vase!
CRASH
Maybe if I sweep up the pieces and throw 'em in the trash, she won't miss it until after the overnight hike this weekend!
Christopher!
What vase?

DOCTORS

Kaputnik, I've given you a very thorough examination and have come to the conclusion that you're suffering from an extreme case of hypochondria!
Hah! I knew I was sick!
David Berg

AND NOW MAD PROUDLY PRESENTS THE UNSHREDDED EXCERPTS FROM...

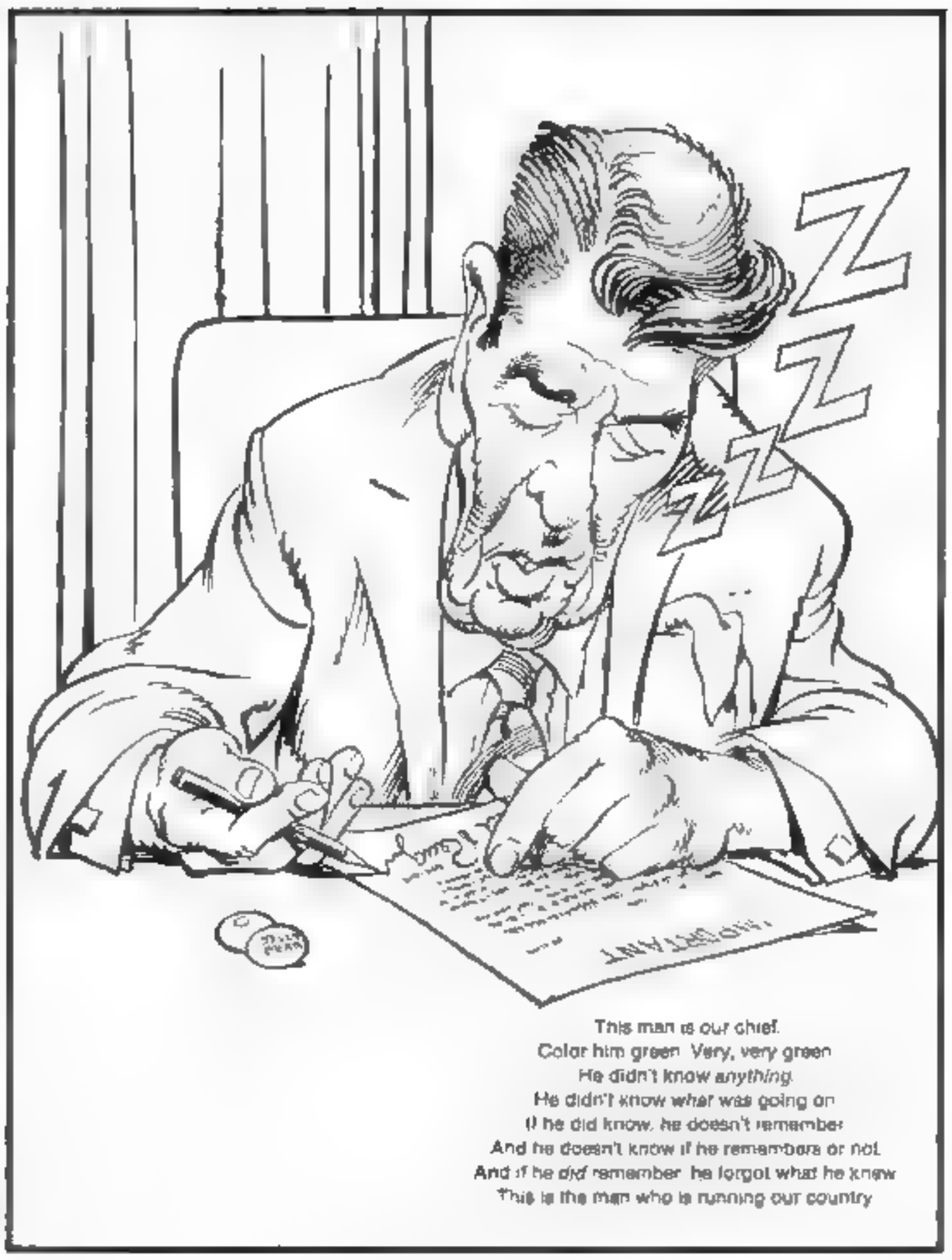




This is our hero
Color him red, white and blue.
He is a true patriot
He did a lot for his country.
He smuggled arms to our enemy
He sneaked the profits to rebels
He broke a lot of laws of the land.
He did it for Truth, Justice
and the American Way!

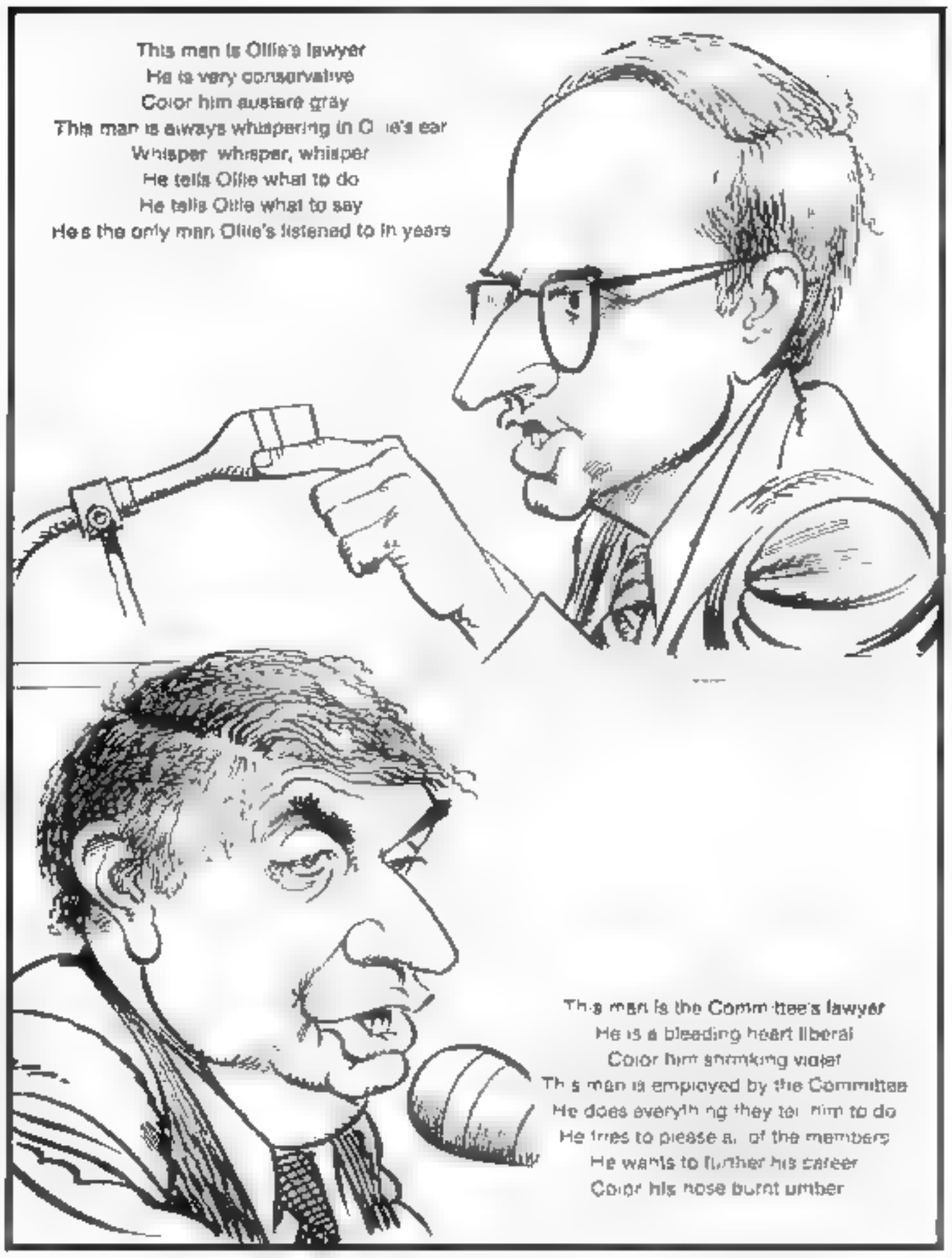
From "The Ollie North Coloring Book" by Mort Drucker and Paul Laikin. Reprinted by permission of Paul Burke Publishing. Copyright © 1987 by Mort Drucker and Paul Laikin.

This is the Committee
Color them blue in the face.
They want to know everything Ollie did.
Nosy, nosy, nosy.
They don't like Ollie fooling them
They don't like Ollie cheating on them.
They don't like Ollie just ignoring them.
Picky, picky, picky



This man is our chief.
Color him green. Very, very green
He didn't know *anything*.
He didn't know what was going on
If he did know, he doesn't remember
And he doesn't know if he remembers or not.
And if he *did* remember, he forgot what he knew
This is the man who is running our country

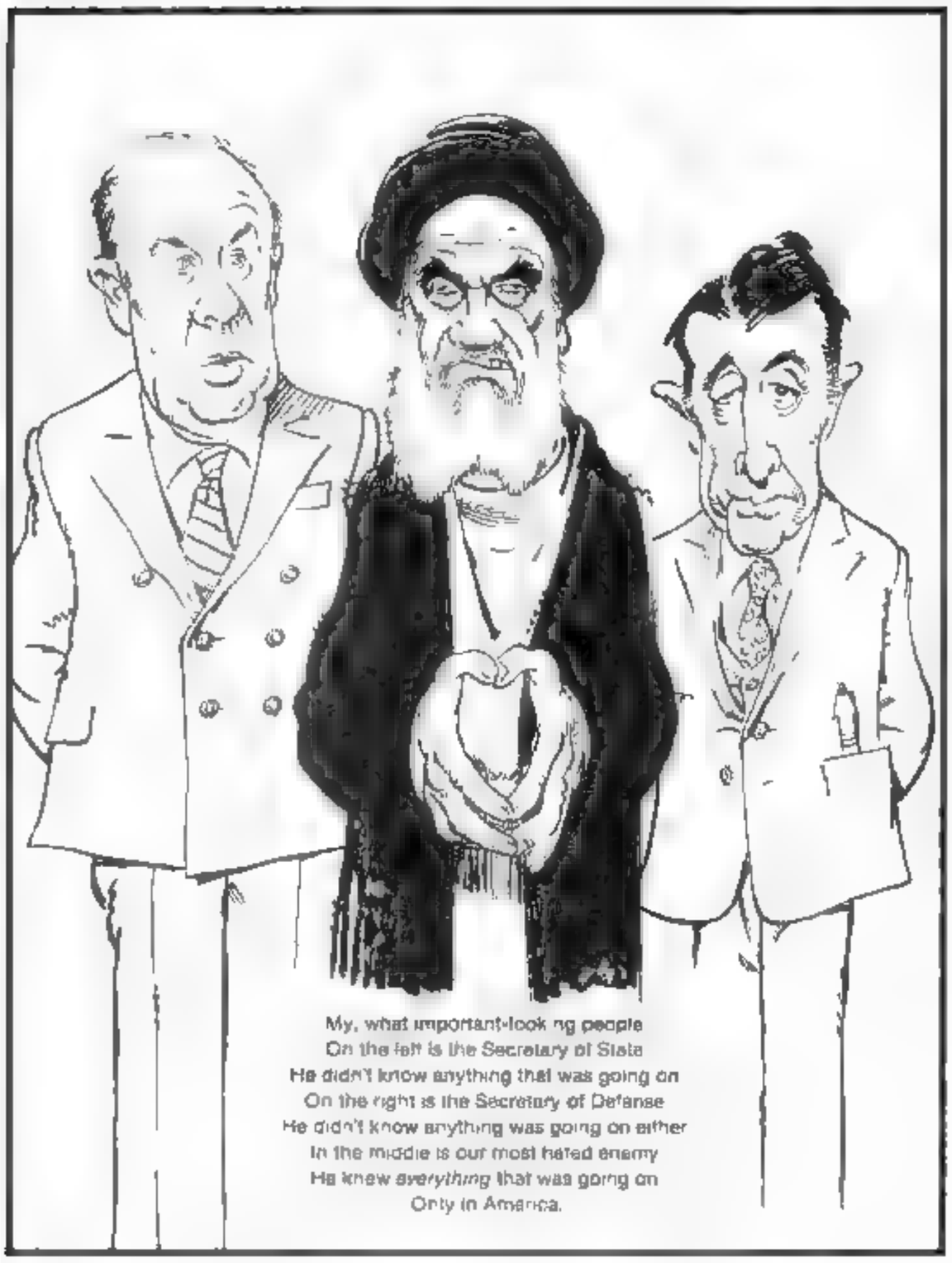
This man is Ollie's lawyer
He is very conservative
Color him austere gray
This man is always whispering in O lie's ear
Whisper, whisper, whisper
He tells Ollie what to do
He tells Ollie what to say
He's the only man Ollie's listened to in years



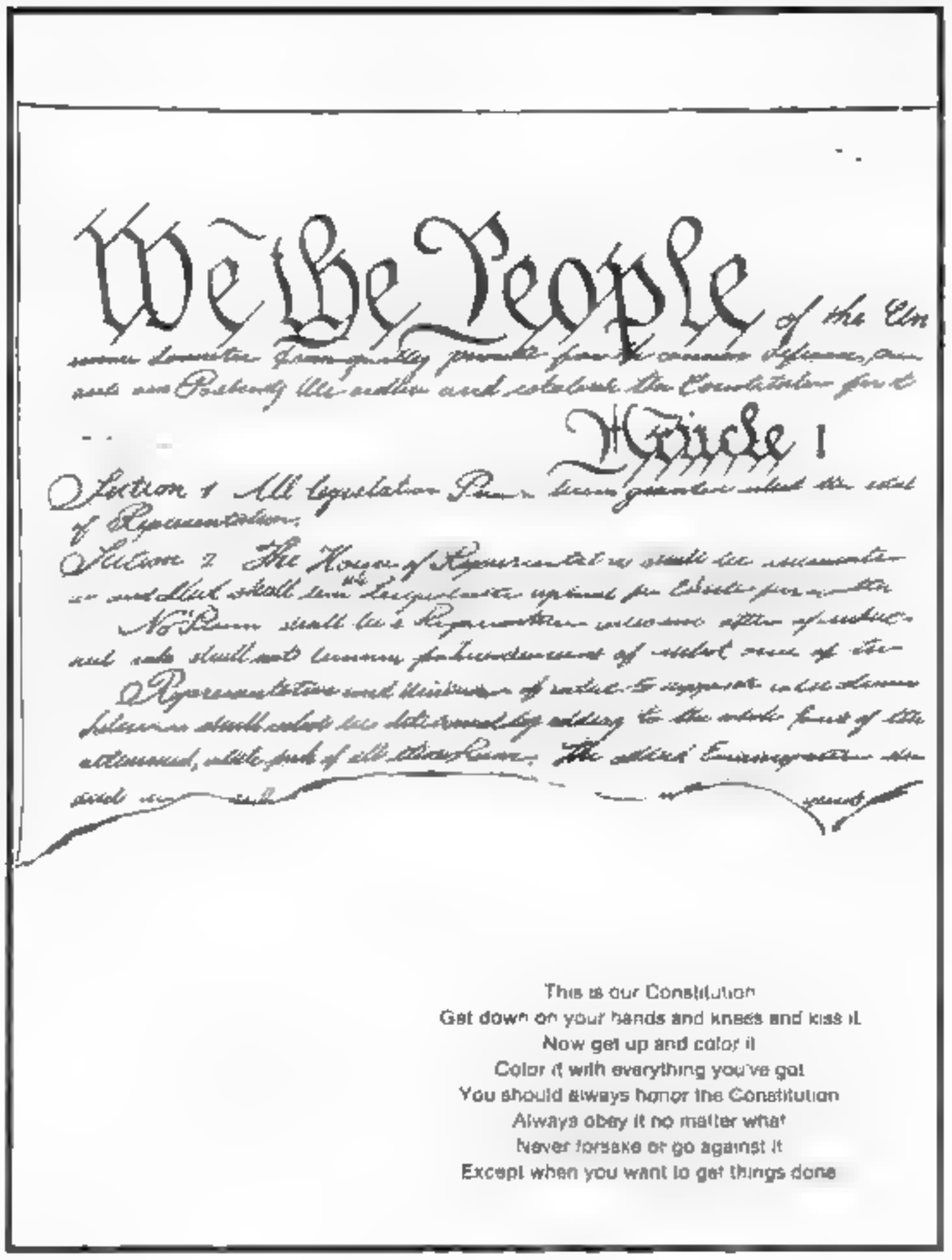
Th s man is the Comm ttee's lawyer
He is a bleeding heart liberal
Color him shrinking violet
Th s man is employed by the Committee
He does everyth ng they tel him to do
He tries to please a. of the members
He wants to further his career
Color his nose burnt umber

My, what a neat-look ng girl
It is Ollie's secretary
Isn't she beautiful?
Can't you just fawn over her?
Color her pink and white
All bosses should have such a secretary.
They could have, *if it weren't for one thing.*
Their wives.

The man on the right is a Contra.
He is a freedom fighter
Color h m true blue
The man on the left is a Sandanista.
He is a Communist
Color him shocking pinko
If you meet one in the jungle
You'll know who's who
The Contra's rifle is the one without bullets.

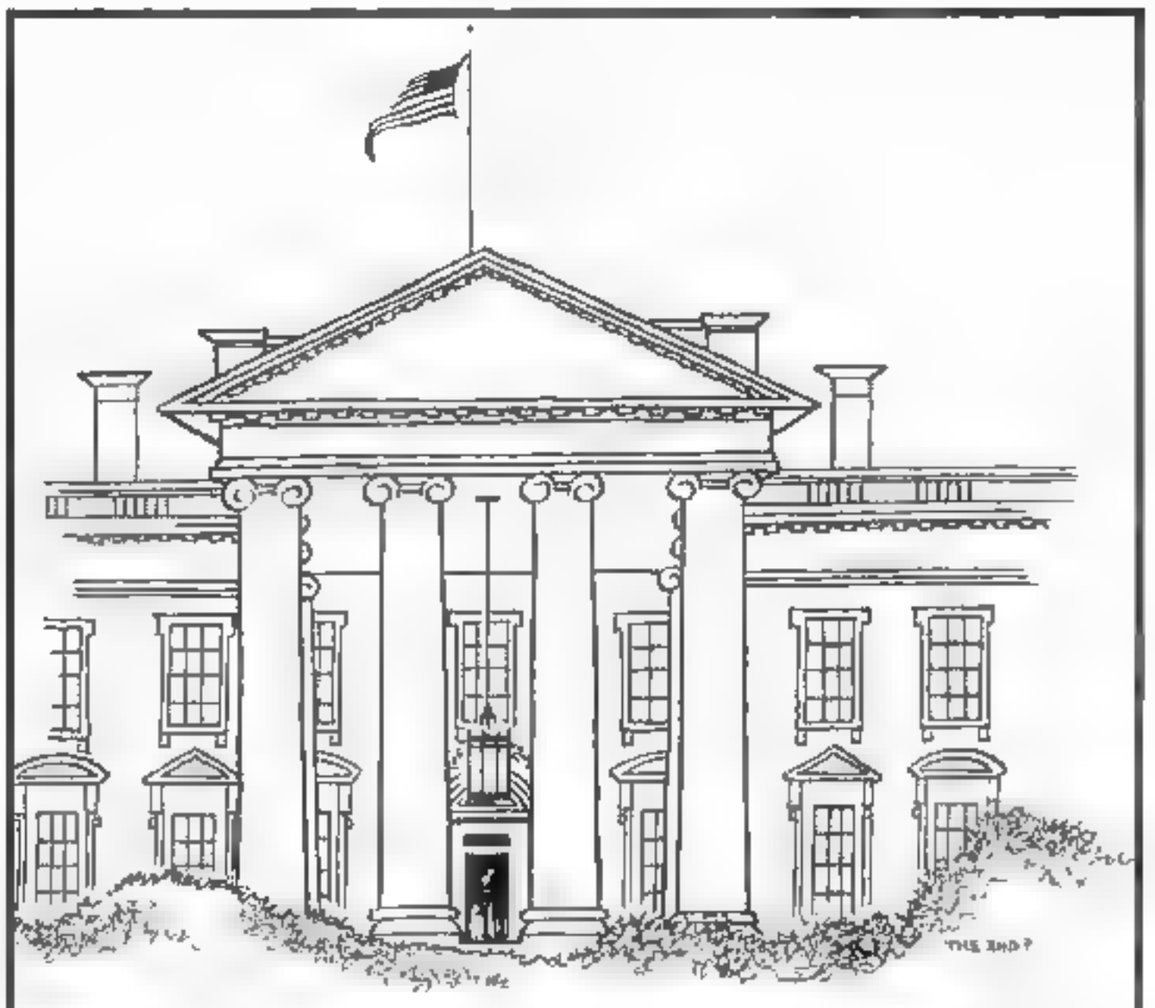


My, what important-look ng people
On the left is the Secretary of State
He didn't know anything that was going on
On the right is the Secretary of Defense
He didn't know anything was going on either
In the middle is our most hated enemy
He knew *everything* that was going on
Only in America.



This is our Constitution
Get down on your hands and knees and kiss it.
Now get up and color it
Color it with everything you've got
You should always honor the Constitution
Always obey it no matter what
Never forsake or go against it
Except when you want to get things done

Look at all the stacks of paper!
They are stacks of telegrams.
Telegrams, telegrams, telegrams
They are full of love and support.
Ollie got hundreds of thousands of these.
One of them he likes the best.
It is a special note of thanks and gratitude.
It is from Western Union.



See the pretty house?
Leave it alone
Do not color it
It is a *white* house
It is where Ollie goes to work.
Work, work, work
Ollie would like to *live* in this house someday
The way things are going -- he might very wel

SERGIO ARAGONES DEPT.

A MAD PEEK BEHIN COMIC BOOK

ARTIST: SERGIO ARAGONES
WRITER: LOU SILVERSTONE

I finally found a comic book I can afford! This cost me a buck!

I know, but after spending $6.00 on admission I'd hate to go home empty-handed!

You want "Mad" Number One? Wow, that's really rare! I have just one left, you can have it for $400!

You want to sell a mint copy of "Mad" Number One? There's no demand for it! I'll give you $15!

Jerk! You can buy the same magazine at any comic book store for 75¢!

I used to have all these Disney comic books when I was a kid and my old man threw them out!

I know what you mean! My mother destroyed all my Superman comics!

You know, if parents never got rid of kids' comic books there'd be no reason to hold these conventions!

D THE SCENES AT A CONVENTION

IDEA BY JOEY TOWNSEL

How come your back issues are $55 and you're selling a ton of them, while mine are only $2.00 and I only sold six in two days?

My magazine went bankrupt after nine months! Yours is still in business!

So that's the secret of comic book success! Bankruptcy!

Finally! I got Billy Martin! That completes my collection!

You collecting Yankees championship teams?

Nah, I needed Martin to complete my "Miller Lite Beer spokesmen" collection!

CHAT'S ALL FOLKS DEPT.

There are so many TV talk shows being created and cancelled these days that you can't keep up with them all even if you have *three* VCRs! So of course you're probably wondering how particular talk show hosts might handle themselves in particular situations. Well wonder no more because, as usual, we brains at MAD have done all the work and compiled the data in a handy reference tool we call...

MAD's Guide To Talk SHOW HOSTS

ARTIST: SAM VIVIANO WRITERS: CHARLIE KADAU AND JOE RAIOLA

IF THE GUEST WAS A NOBEL PRIZE-WINNING NUCLEAR PHYSICIST...

...Johnny Carson would rush through the interview to save plenty of time for Loni Anderson.

Thanks for having me here, Mr. Carson. Gamma Particle Research is a relatively new science...

Right, Professor. To sum up, I guess that during a nuclear attack, it'll be so hot that the Rodeo Drive Baskin-Robbins will be selling 31 different flavors of soup! We'll be right back after this message!

...David Letterman would ask him to read a list of the "Top Ten Things To Do During a Nuclear Holocaust."

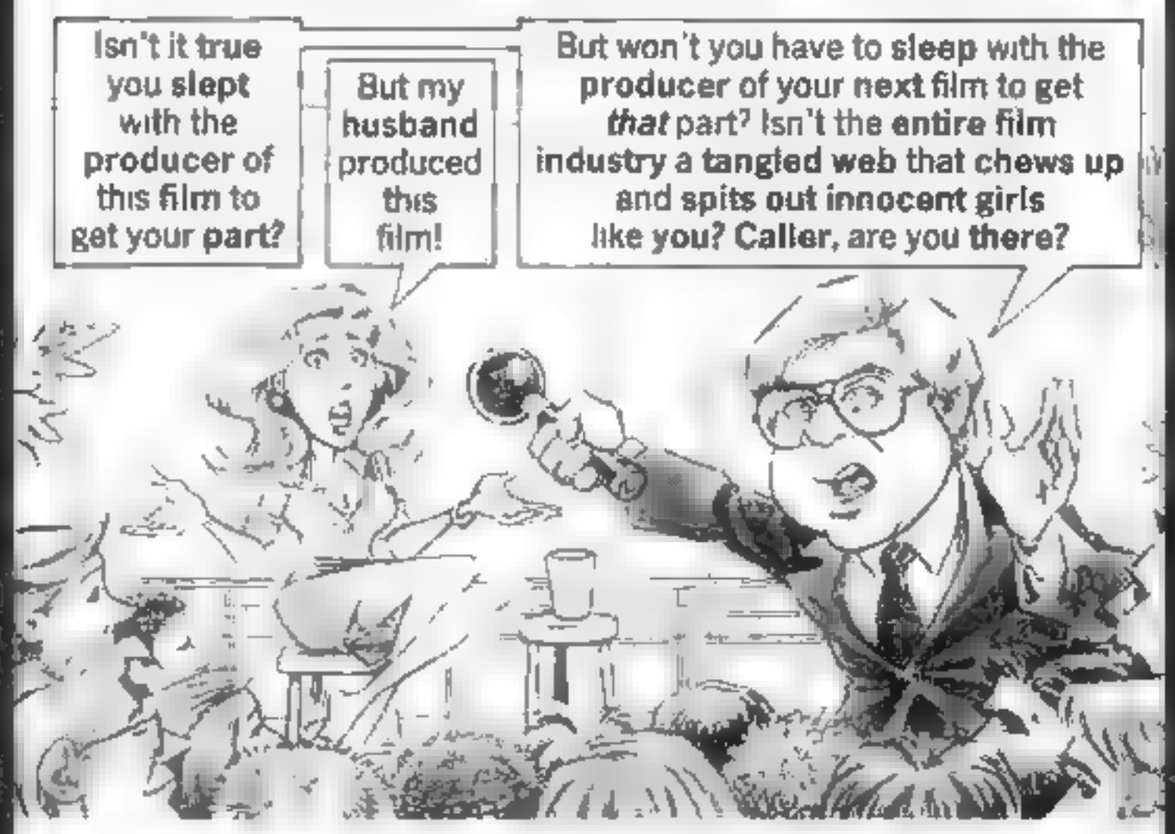
Number 6: Call up your boss, laugh at him and hang up; Number 5: Start wearing a T-shirt that says "Mutants Rule"; Number 4: Read your favorite novel by the warm glow of your dog...

...Max Headroom would question him about golf.

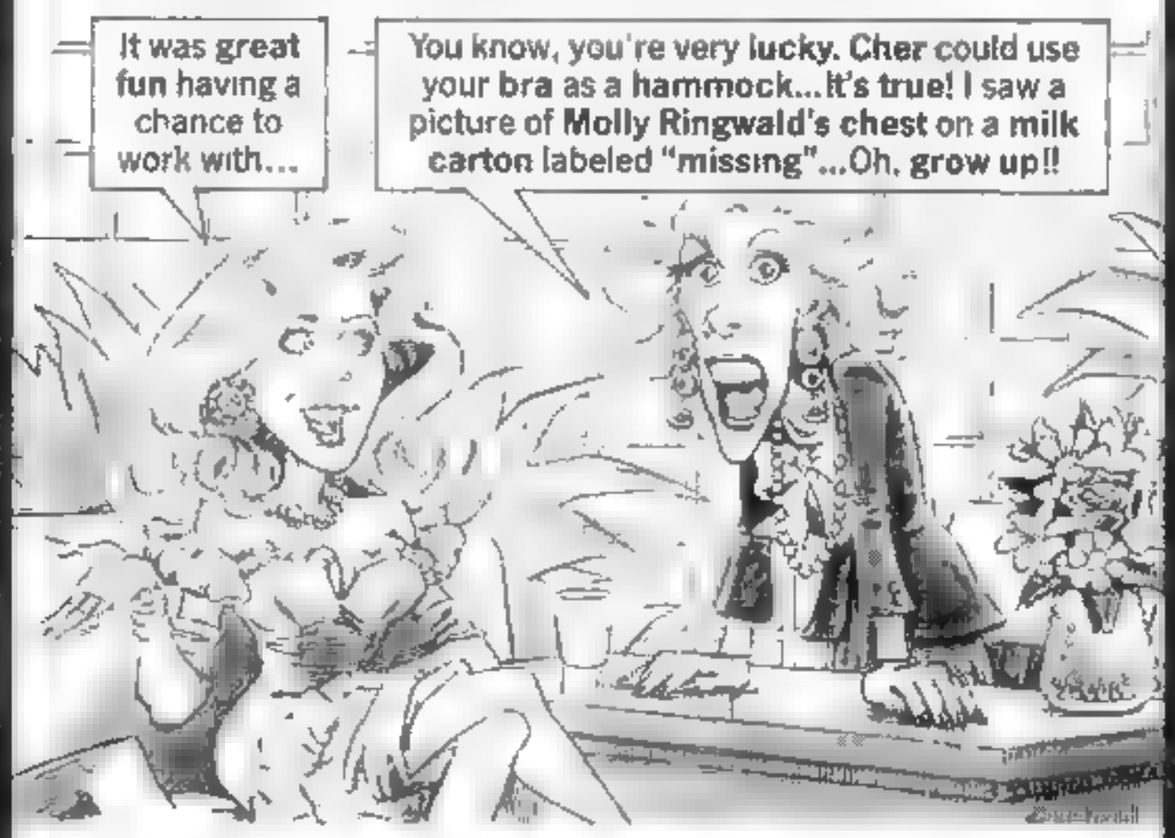
Those Gamma Rays do fascinate me, you sensuous scientist, but what I really want to know... now how should I ph-ph-phrase this...You golf? I mean, heh heh, is putting new to you? Don't answer! Ponder th-this mind-bender instead instead instead. Why do you suppose Jack Nicklaus never won a Nobel P-P-P-Prize?? Tell ya what, let's imagine we're on the 18th hole at ground zero...

IF THE GUEST WAS A BUSTY YOUNG STARLET PROMOTING HER NEW FILM...

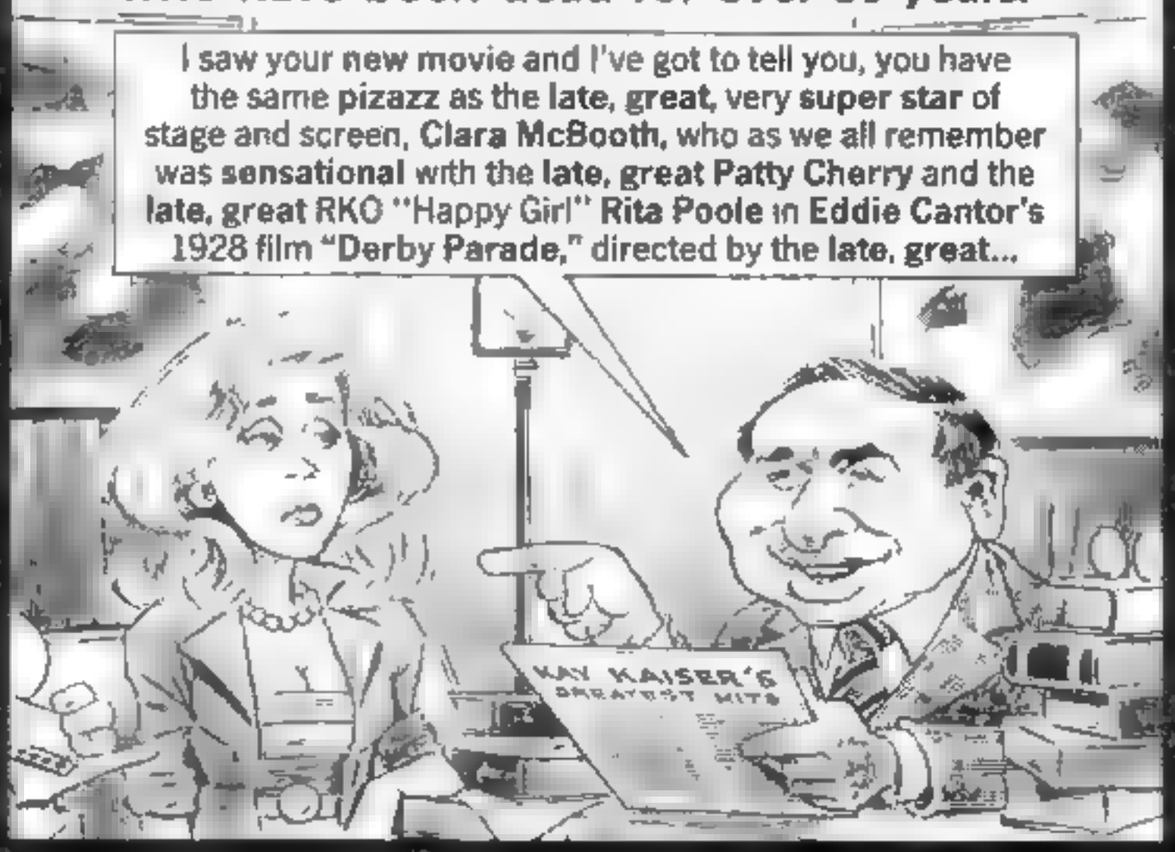
...Phil Donahue would ignore the film and badger her with lots of questions about sexual harassment in Hollywood.


Isn't it true you slept with the producer of this film to get your part?
But my husband produced this film!
But won't you have to sleep with the producer of your next film to get *that* part? Isn't the entire film industry a tangled web that chews up and spits out innocent girls like you? Caller, are you there?

...Joan Rivers would use the opportunity to put down other female stars who are less well-endowed.


It was great fun having a chance to work with...
You know, you're very lucky. Cher could use your bra as a hammock...It's true! I saw a picture of Molly Ringwald's chest on a milk carton labeled "missing"...Oh, grow up!!

...Joe Franklin would waste everyone's time comparing her to obscure actresses who have been dead for over 30 years.

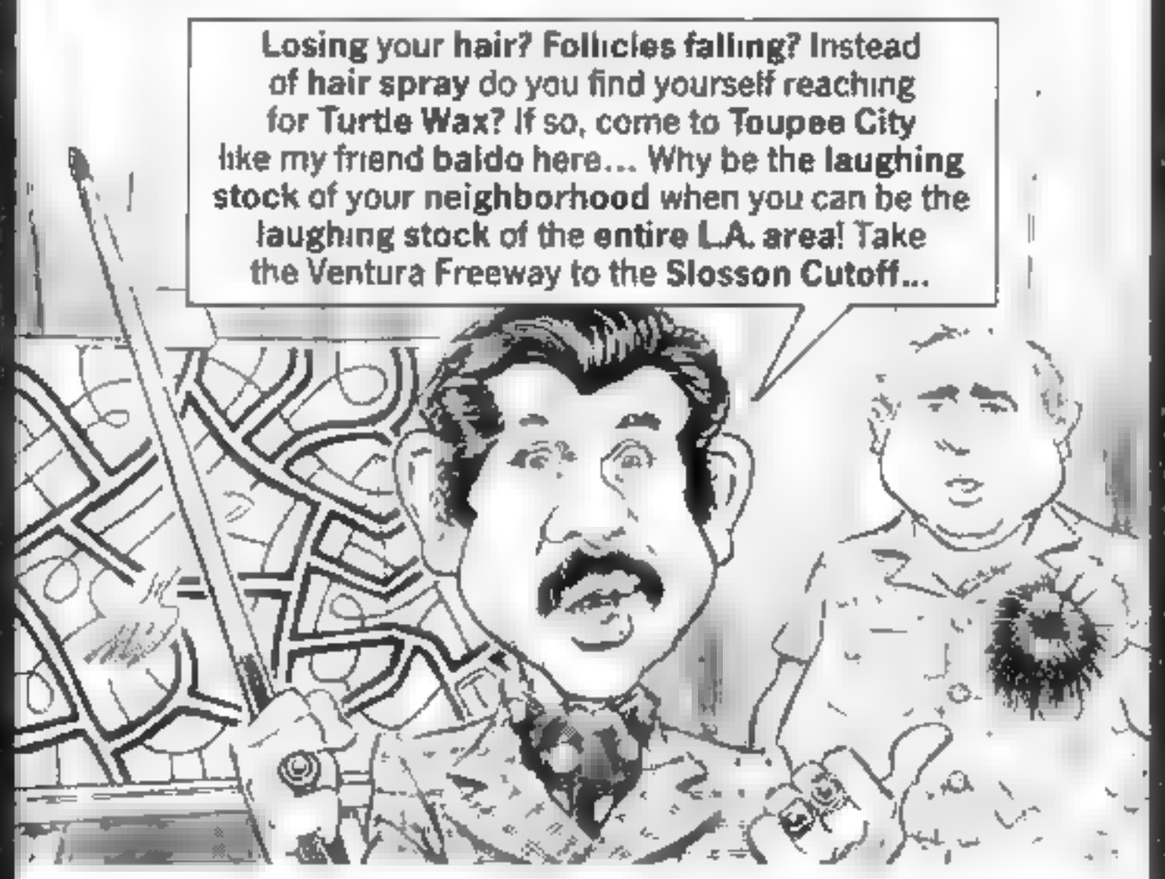

I saw your new movie and I've got to tell you, you have the same pizazz as the late, great, very super star of stage and screen, Clara McBooth, who as we all remember was sensational with the late, great Patty Cherry and the late, great RKO "Happy Girl" Rita Poole in Eddie Cantor's 1928 film "Derby Parade," directed by the late, great...
HAL KAISER'S GREATEST HITS

IF MARLON BRANDO MADE A RARE TALK SHOW APPEARANCE...

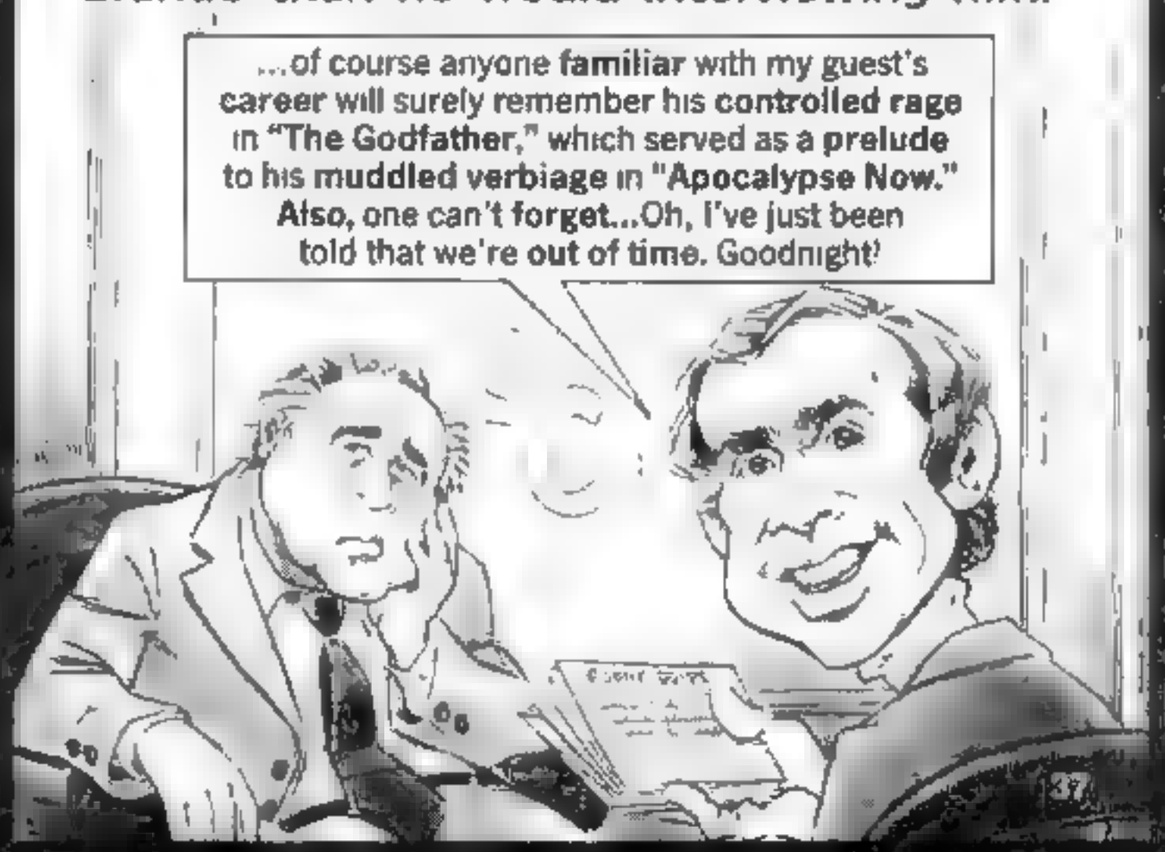
...Joan Rivers would make him the butt of some of her tiresome "fat" jokes.

Tell me, Marlon, is it true in your next movie you'll be playing the part of a street gang? I mean, come on, I heard the phone company just gave you your own area code! Marlon! You *are* a Streetcar Named Desire!

...Johnny Carson would have him appear in an "Art Fern Tea Time Movie" sketch.


Losing your hair? Follicles falling? Instead of hair spray do you find yourself reaching for Turtle Wax? If so, come to Toupee City like my friend baldo here... Why be the laughing stock of your neighborhood when you can be the laughing stock of the entire L.A. area! Take the Ventura Freeway to the Slosson Cutoff...

...Dick Cavett would hog the spotlight by spending more time introducing Marlon Brando than he would interviewing him.


...of course anyone familiar with my guest's career will surely remember his controlled rage in "The Godfather," which served as a prelude to his muddled verbiage in "Apocalypse Now." Also, one can't forget...Oh, I've just been told that we're out of time. Goodnight!

IF A SURPRISE CAMEO WALK-ON WAS MADE BY MADONNA...

...David Letterman would coerce her into taking part in "Stupid Pet Tricks."

Now let me get this straight...you say Corky here is going to plug in this blender and make a vanilla shake...all while balancing on Madonna's face??

...Joe Franklin would make her share the panel with his usual group of unknown, no-name guests.

Well, well, Madonna! What a surprise! I'd like you to say hello to someone you're going to be hearing a lot from, Anita Schlup, the opera-singing juggler! Say, maybe Anita could do an operatic version of "Poppa Don't Preach..."

...David Brenner would be so stunned that such a big star would choose to appear on his show rather than Johnny Carson's that he'll be unable to say anything coherent.

Homina, homina, homina

We'll be right back... but David won't!

IF MALCOLM FORBES WAS INVITED TO EXPLAIN THE WORLD MONETARY FUND...

...Dick Cavett would find a way to drop the names of dozens of celebrities he claims to be close personal friends with.

I was just talking about banking with my pal Woody Allen yesterday. We were having lunch with Jackie O. and Liza—which reminds me of a story. Dustin Hoffman called me last week to get Yoko's phone number when who should knock on my door but my buddies Alan Alda and Bette Midler...

...Phil Donahue would spend most of the show listening to the opinions of audience members who are totally unqualified to discuss the subject with any intelligence.

Of course the complexity of the issue is compounded by the..

That's all well and good, but what I m really interested in is finding out how our audience feels. Sir?

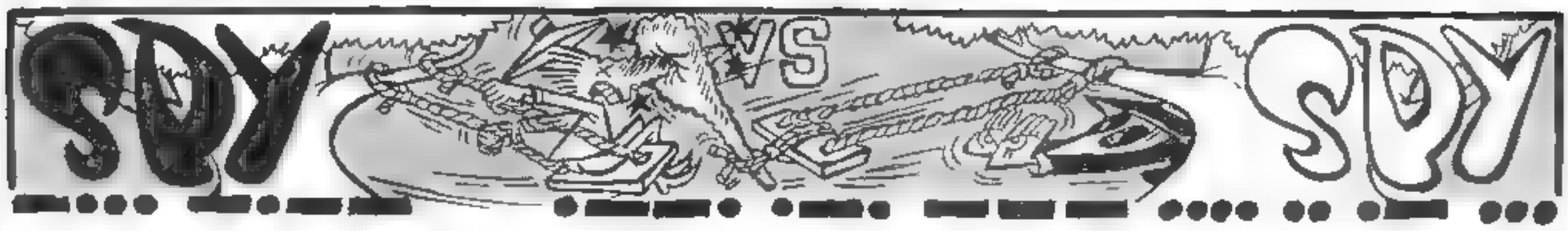
What's all this mumbo jumbo about money markets? When you go to the market of course you spend money! Me, I keep all my loose change in a jar on my dresser. My friend Morty says that..

...Oprah Winfrey would do exactly the same thing Phil Donahue does, but be overly emotional about it.

The complexity of the issue is compounded by the...

Yes, you're right *(Boo Hoo!)*, it's a tragedy, *(Sob!)* but I want to find out *(Sniffle Sniff!)* how our audience feels. Sir?

Hey, let go of me! You're getting me soaking wet!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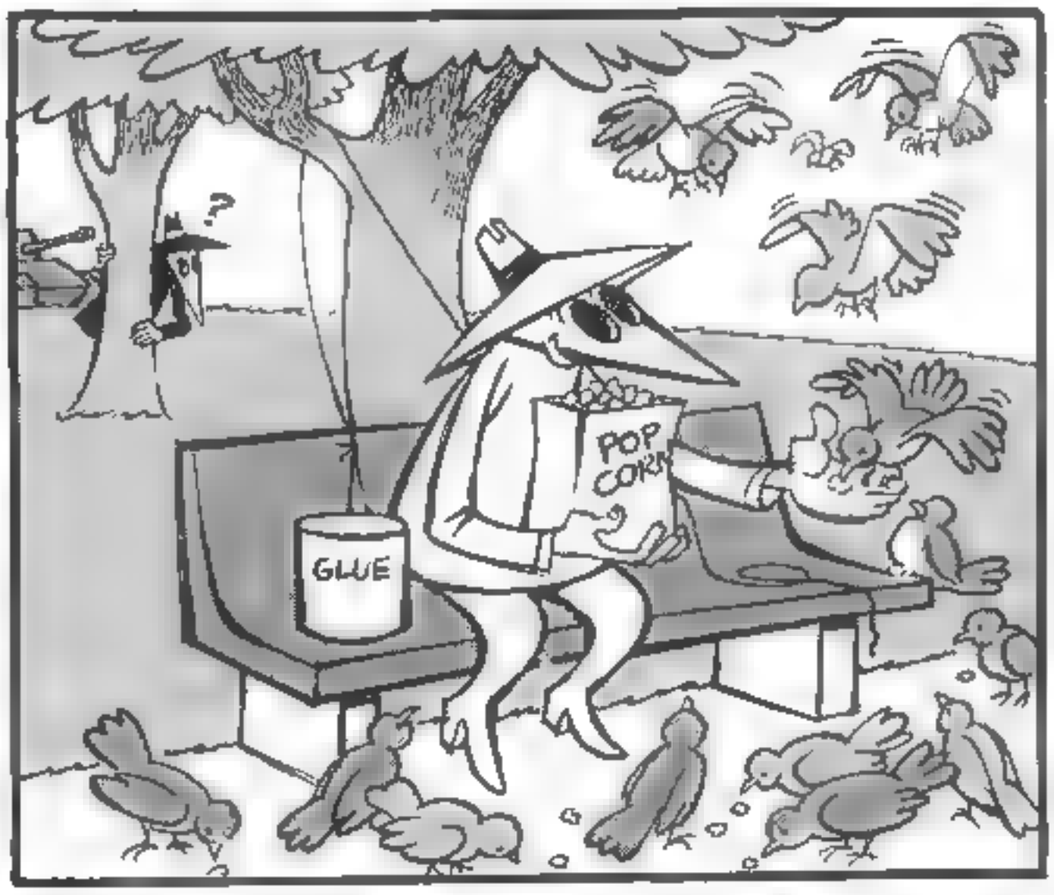
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POP CORN
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POP CORN
GLUE

GLUE
POP CORN

...the medical researchers we're expecting to find a cure for AIDS and cancer are the same ones who have been completely stumped by the annoying common cold for 100 years!

...the "Star Wars" defense, if ever approved, would be built by the crooks who charge $600 for a hammer, and be operated by the cretins who were stupid enough to buy those hammers!

...most states have more formalized training and licensing requirements for hairdressers than they do for owners of cheap handguns!

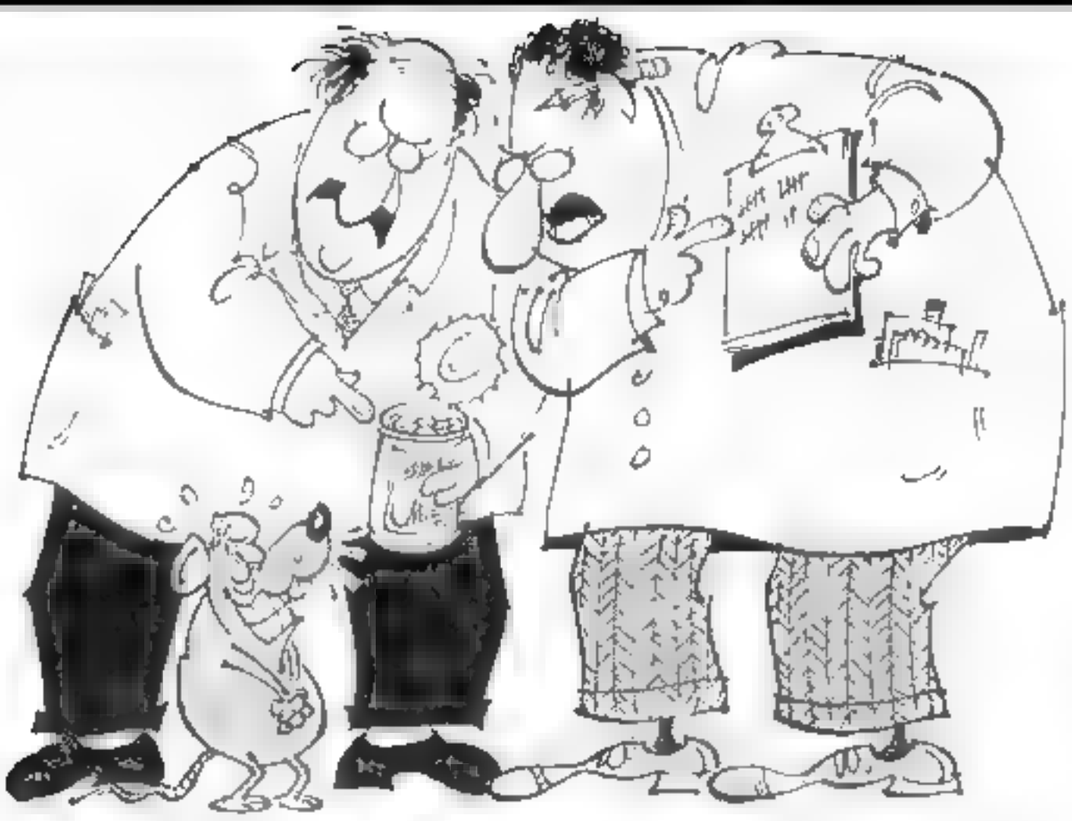
WE THOUGHT THE GOOD FRIGHT DEPT.

An IRS audit, riding the subway in New York City, the threat of nuclear war, or being locked in a room with Don King—

It's really SCA to think

...the nuclear power industry still refers to a near catastrophic melt-down which cost $1 billion to clean up as a "minor incident"!

...psychiatrists—those claiming expertise in helping others deal with their problems—have the highest suicide rate of any profession!



...the only thing standing between us and fatal food-poisoning is the Food and Drug Administration—an agency that says it's okay to have up to 14 rat droppings in a 10 ounce can of chili.

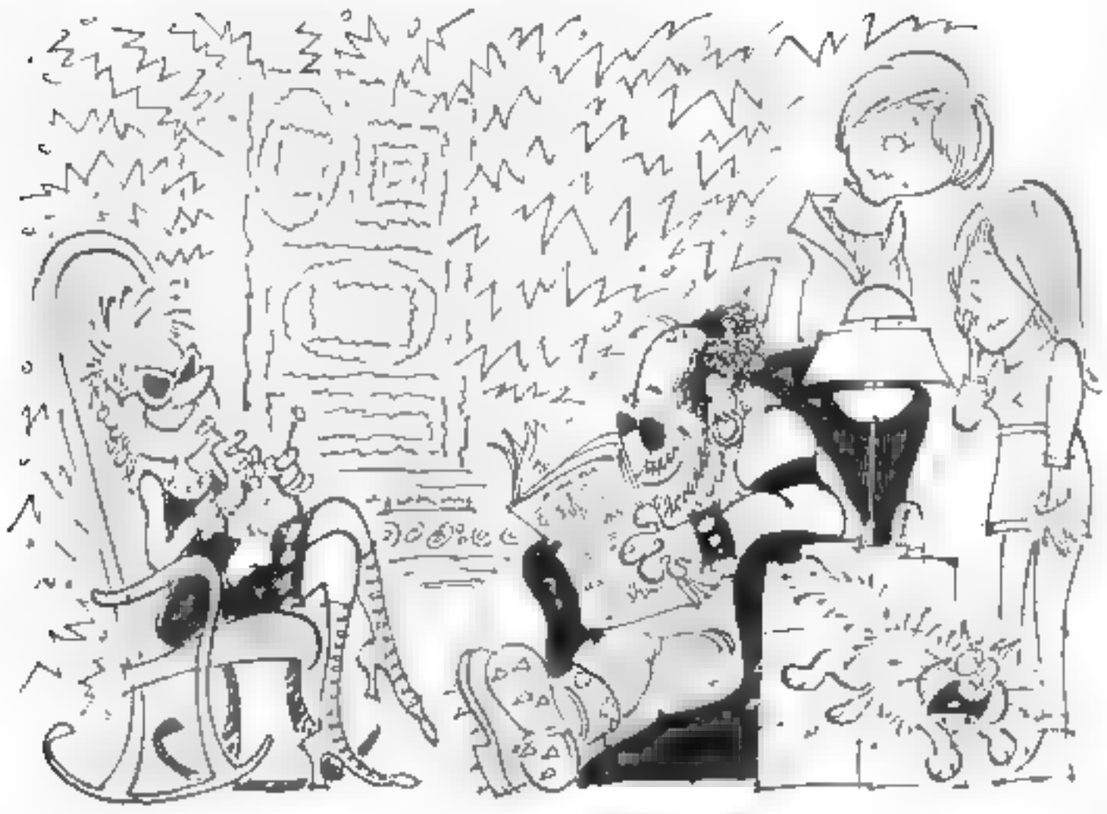
...for every one television show that gets on the air, there are a dozen others even worse that the networks turn down and we never see!

the mere thought of these things terrifies us. But they're not so bad when compared to *really* horrific stuff. For example...

ARTIST: PAUL COKER WRITER: MIKE SNIDER

...AND THEN THERE'S THAT...

...the huge multi-national banks controlling the entire world's economy are totally inept at keeping your measly little savings account straight!

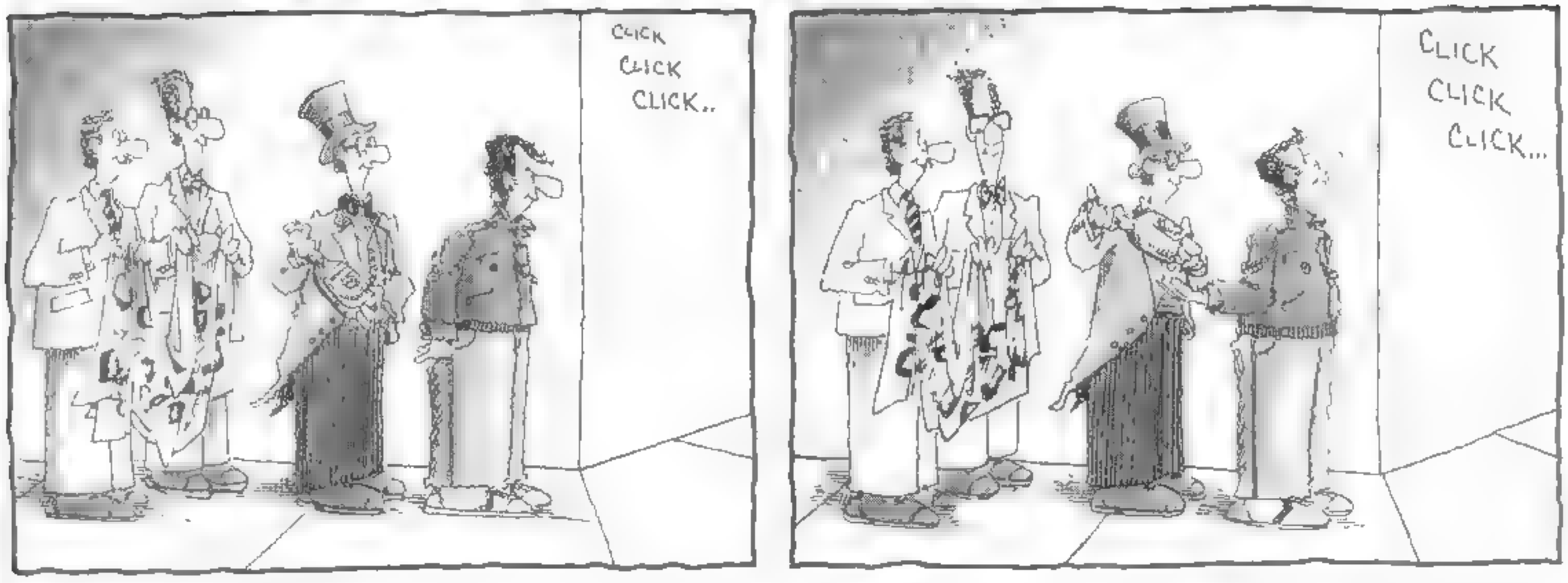


...tomorrow's teenagers will have to come up with music loud and tasteless enough to offend parents who grew up loving The Beastie Boys!

...every year, thousands of big, mean college football players not drafted by the NFL will hit the streets as jobless and bitter rejects!

ALLEY OOPS! DEPT.

DRAMA ON PAGE 42



ARTIST AND WRITER· JOHN CALDWELL

TEACHER'S PEST DEPT.

Once there were sitcoms like "Welcome Back, Kotter," featuring wise-ass kids who were one step away from being illiterate. But now that's all changed. The TV classroom this season contains the opposite—brilliant kids with stratospheric IQs. The problem is that, in their own way, they're just as wise-ass as the punks Kotter taught. Which is why MAD ranks them right at the...

HEAD *of the* CRASS

ARTIST: ANGELO TORRES WRITER: FRANK JACOBS

I'm **Chatty Bore!** I teach this bunch of overly bright. .

What's with the **formal intro? We know** who you are!

But this is how **MAD** begins nearly all its **TV satires!**

Maybe for some **semi-literate sit-coms** like **"Alf"** or **"Valerie,"** but not for **our** show!

We're too **bright** and **gifted** for such **stereotyping** and **drivel!**

Can **Cosby's kids** describe the 100-Years War **day by day?!**

Can **"Roomies"** explain the effect of **gamma rays** on **ant worshippers?!**

Can either **Kate** or **Allie** describe the **chemical make-up** of **rancid yogurt?!**

We're **super-smart,** which is why we're **isolated** in our **own classroom**—away from **the jocks** and **low-lifes!**

That way our **minds** aren't **contaminated** through exposure to **their pitiful IQ's!**

And our **bodies** don't get **punched into dogmeat** because of their **undying jealousy** and **hatred!**

WKRP

NIMH

OXYMORONS BY P.W. HERMAN

Maybe it's time you learned there's **more to life** than scoring high on **tests!** That life is a **constant...**

Get ready to **throw up!** He's playing the **Father Figure** role again!

He always makes us suffer through these **socially-significant stories** with **nothing morals!** It makes him feel like he's doing **something worthwhile!**

I heard Mr Bore used to be a **sleazy disc-jockey** in **Cincinnati!** After that, **anything** would seem worthwhile!

If he wants to do something **really worthwhile** he'd **blow up** this school's **cafeteria!**

Class, today begins **Career Week** You'll learn how **very successful people** made it to the **top!** Our first visitor is **U.S. Senator Roscoe Scroon!**

Senator, what do **you** advise a person going into **politics?**

Develop a **popular image** like **Pat Sajak** or **Ed McMahon!**

But they just **stand around, smile,** and **never** take a **stand** on **anything!**

Hey, you **catch on fast!**

Senator, how should the U.S. deal with the **contras?**

I'm in favor of the **status quo,** so long as we remain aware of the **effect** of **necessary change!**

You call that an **answer?** You **sidestepped** the **issue!**

That was **nothing** compared to my views on **Star Wars!**

So much for going into **politics!**

Let's meet someone who's creative!

You want **creativity?** Meet **defense contractor Wilbur Buckskimmer!** He's made a **fortune** with his **high-tech Infra-Structural Rotator!**

What's creative about this? Anybody can see it's just a **screwdriver!**

Not to the boys in the **Pentagon!** They're impressed with my **creative name** for it...and the **creative $200 price** I charge them for it! But most of all, they're impressed with the thousands of dollars in **kickbacks** I give them—not to mention the promise of **cushy jobs** with my company when they **retire** from the military!

In our **psychology books,** that's defined as **"abnormal psychopathic greed"!**

In the **corporate world,** it's defined as **"business as usual"!**

I like lunch break! It allows us to look down on all the other students and exercise our superiority!

Look at them—carried away with their stupid proms and lame football rallies!

The poor slobs will never know the joys of memorizing the bone structure of the three-toed sloth!

Or the ecstasy of translating "Moby Dick" into ancient Sanskrit!

See how they waste their lives reading MAD...starting food fights. .

...making out with their steadies!

Deep down they envy our superiority!

Yeah! No one is more superior than we are at being ranked on...and left out of parties...and fun..

THE UNGRATEFUL SEMI-COMATOSE

Birdinhand, how come every week we carry on a 30-second conversation that has nothing to do with school business?

Because the kids may fill your need to be a father, but I make you come face-to-face with the drab, lonely emptiness of your personal life!

Thank God it's nothing serious!

IRVING WASHINGTON

Well, if it isn't Dr. Schlemiel, the school's D.H.—Designated Heavy!

Bore, your after-shave is a disgrace to the teaching profession!

What does that have to do with my skill in the classroom?

Nothing whatsoever! But in order for me to be believable as a high school principal, I have to be a totally illogical buffoon!

Class, our next Career Day visitor is famed actress Hillary Hotstrut!

Ms. Hotstrut, what do you consider your most exciting parts?

The ones beneath this dress—as any producer can tell you!

ABC
DEFG
HIJKL

Is it true your career was shaped by the teachings of the great Stanislovsky?

No, but my body was shaped by the plastic surgery of the great Dr. Howard Pincus!

Starting out, were you drilled on the plays of the major playwrights?

No, on the couches of the major studios!

She sold out like all the others!

Isn't there some successful person we can look up to?

Here he is! Class, meet research chemist Arlo Meltvat, creator of the wonder drug, Potrezebo!

STOP TOXIC DUMP SITE

DANGER CONTAMINATION

Dr. Meltvat, I understand you **slaved away** in your lab for **three years** to perfect **Potrezebol!**

Wise up, kid! The lab work took **two weeks!** The rest of my time was spent working out my **boffo percentage deal** with the **drug companies!**

But **thousands** could have been **cured** during that time!

It's true we **lose some customers,** but at **$2.50 a pill,** I'll still wind up with **millions!**

It's **disgusting!** All we've seen today is **selfishness, greed** and **dishonesty!**

Is this what happens to **super-smart kids** like **us?**

No! They were all **poor learners** and **low-I Q school dropouts!**

However, the **next** group you'll meet **all** graduated from **this class** in **previous years!** They **all** have I Q 's of **160** and **above!**

Class, meet **Elias Grebb,** who **masterminded Walter Mondale's 1984 Presidential campaign!**

Hub Gridley, Sean Penn's media advisor and **image maker!**

Wanda Queeg, marriage counselor to televangelists **Jim** and **Tammy Bakker!**

Sidney Dwirl, team motivator of the **Indianapolis Colts!**

Zack Meerchaum, who convinced **George Lucas** to make **"Howard the Duck!"**

Percy Hemmes, financial and **military strategist** to **Col. Oliver North!**

Monica Dreck, vocal coach to **Philip–Michael Thomas!**

Elmer Irby, who engineered **Lucille Ball's TV comeback!**

And finally, **Vernon Wimple,** who persuaded **Coca-Cola** to **change** it's **formula** for the original Coke **Classic!**

THEY graduated from **this class?!**

All of them became **humongous screw-ups!**

Are **we** condemned to wind up like **them?**

There's **one way to avoid it!** Latch on to a **safe, protected** job that nobody else **wants!** Make sure it requires **no ambition,** pays **a sub-standard wage** and lets you retire on a **pitiful pension** after 30 years of **dull, unappreciated labor!**

Wait a minute! That's an **exact description** of **you!**

You're saying to use **YOU** as a **role model?**

Good God! **FORGET IT!!!**

REVIEW TO A KILL DEPT.

THE MAD MOVIE CRITIC'S PLEDGE

As a film-reviewing, self-appointed decision maker for ordinary movie-goers everywhere, I hereby promise to uphold, defend and espouse the following beliefs:

I pledge to declare any motion picture starring Bill Murray, Chevy Chase or Dan Aykroyd as "nothing more than an overblown Saturday Night Live *skit."*

I promise to include important plot twists and reveal information in my reviews that will spoil the movie for anyone who hasn't seen it yet.

I promise to dismiss any sexy youth comedies made after 1978 but before 1982 as "cheap attempts to cash in on the success of Animal House *" Likewise, I shall label any sexy youth comedies made after 1982 as "cheap attempts to cash in on the success of* Porky's."

No matter how much I enjoy the latest Steven Spielberg film, I shall not fail to mention that he also directed 1941.

Under most circumstances, I shall proclaim Chuck Norris and/or Sylvester Stallone vehicles as "nothing more than 90 minutes of mindless violence.. "

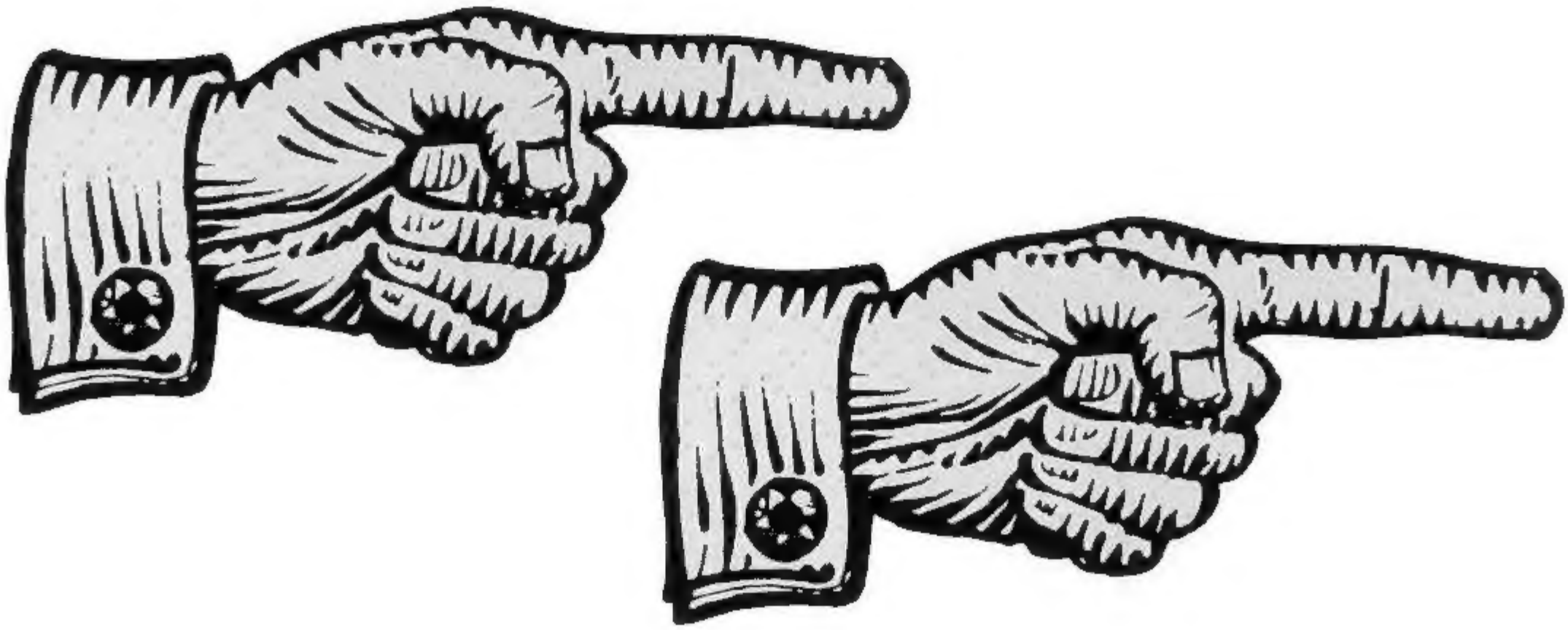
. However, should any rare Norris/Stallone film come my way that contains a minimal amount of violence and some sort of a plot, I shall express no reservations about saying: "This movie is boring. At least in their typical films, you can rely on the excessive violence to keep you awake."

I shall go to my grave believing without a shred of insincerity that the book is always *better than the movie.*

I truly believe that any film with a roman numeral in the title will always prove unworthy of my time, and that I need not screen such movies to compose an accurate review.

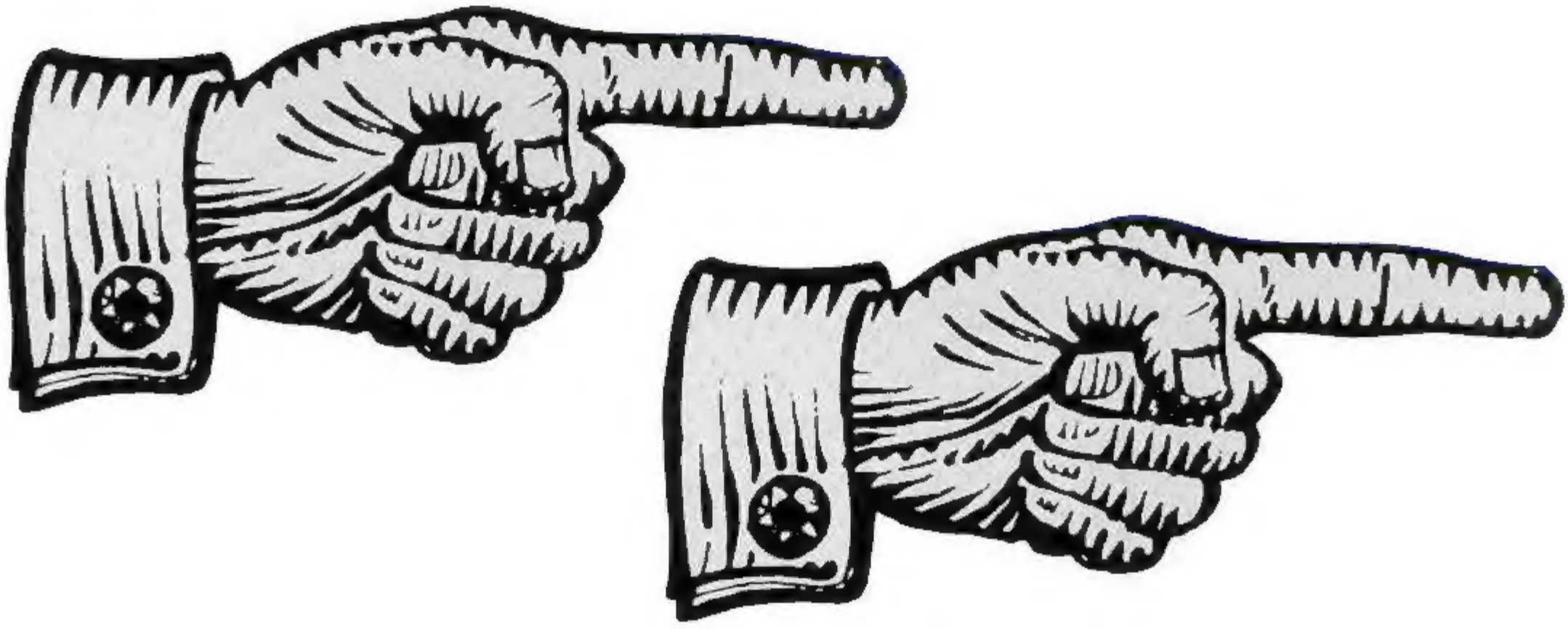
But, above all, I duly recognize that my sole responsibility is to subject my own personal standards of quality, morality and taste upon those persons whose lives are so empty as to actually take my biased opinions seriously!

ARTIST: JACK DAVIS WRITER: CHRISTOPHER C. MANSON



Nothing to see here!

Please skip ahead.



WHAT PREDATORY CREATURE MOST THREATENS THE SURVIVAL OF ENDANGERED SPECIES?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Predatory creatures are everywhere. To find out which one is the most dangerous of all, just fold in page

FOLD PAGE OVER LIKE THIS!

A►

FOLD THIS SECTION OVER LEFT

◄ B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

Fearsome predators spend hour after hour looking for prey. When one of them discovers a likely victim, he attacks viciously.

A►

◄B

WHAT PREDATORY CREATURE MOST THREATENS THE SURVIVAL OF ENDANGERED SPECIES?

FOLD PAGE OVER LIKE THIS!

A ▸◂ B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

Fur lovers

A ▸◂ B

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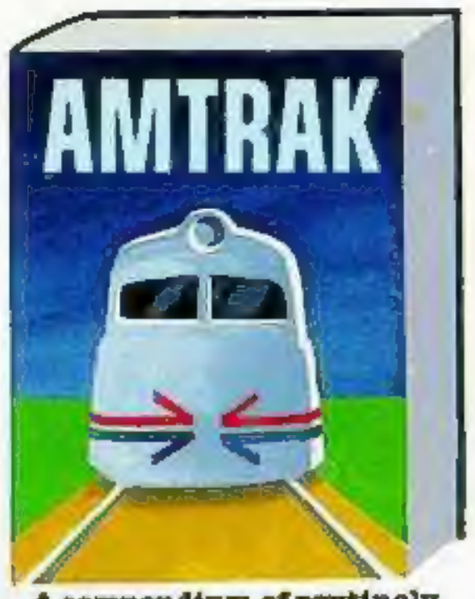
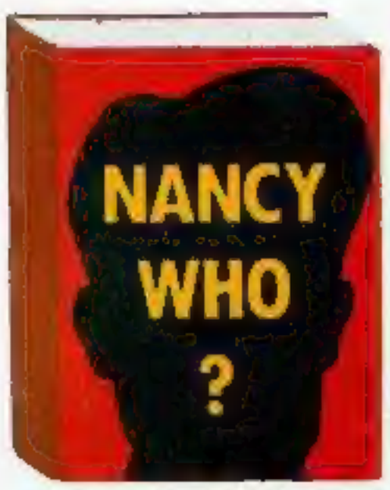
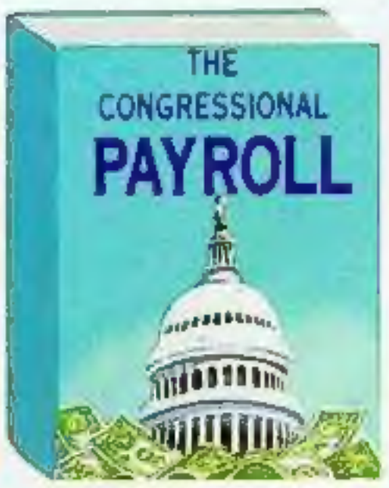


A compendium of routinely ignored safety regulations
Publisher's price **$768.50**

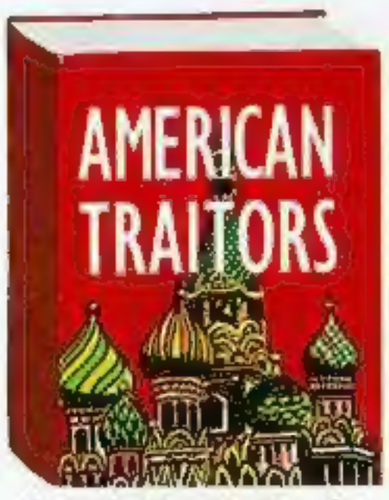


Everything President Reagan claims he forgot
Pub. price **$116.95**

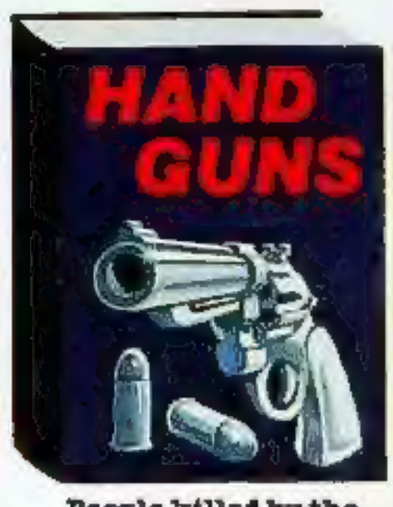


A complete guide to your Congressmen's relatives
Pub. price **$720.95**

15 novels written last April
Pub. price **$250.00**

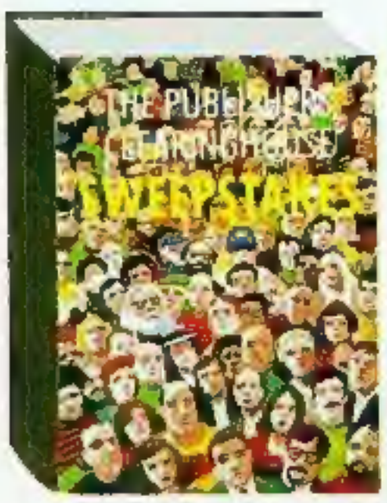


Secrets divulged by the marines in Russia, Vol. 9
Pub. price **$344.97**

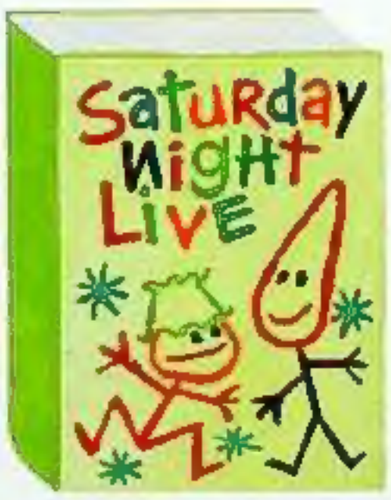


People killed by the weapons they bought for protection
Pub. price **$199.89**

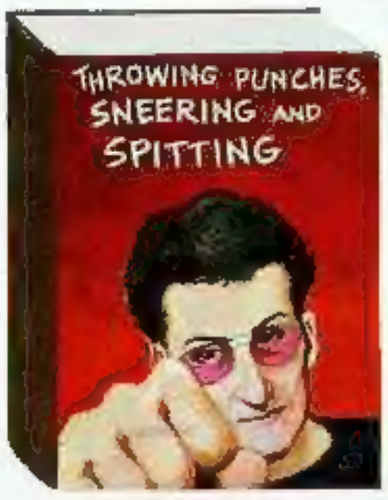
A history of appeasements of and surrenders to terrorists and dictators
Pub. price **$275.00**



A complete listing of all those who have never won
Pub. price **$171.50**

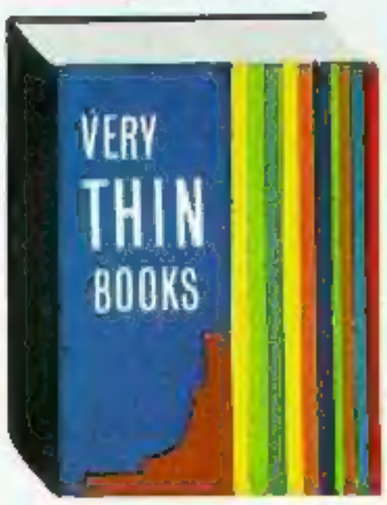


Sketches that have no ending
Pub. price **$199.50**



A pictorial history of Sean Penn
Pub. price **$599.49**

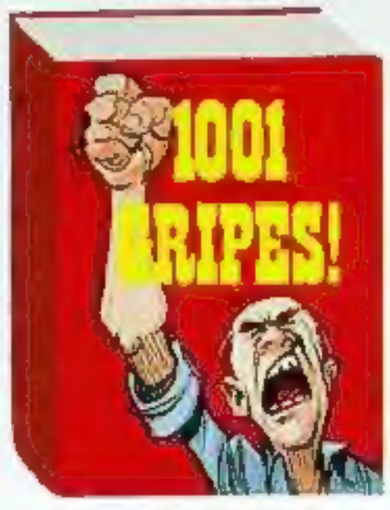
Ways the faltering star can improve her act
Pub. price **$1.95**



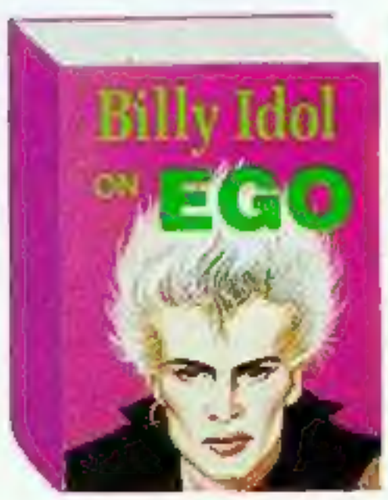
The complete catalogue
Pub. price **$519.87**

The first zillion years
Pub. price **$620.66**

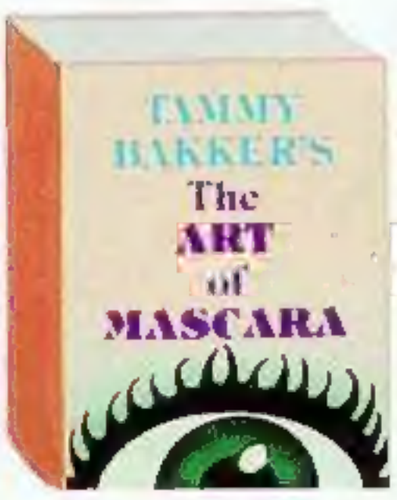
Facts distorted by the RJ Reynolds Company
Pub. price **$222.50**



Consumer complaints against book clubs
Pub. price **$400.00**



Pub. price **$394.59**



Pub. price **$169.79**

Pub. price **$537.50**

Pub. price **$116.95**

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Name _____

Address _____

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State _____ Zip _____

ARTIST: BOB CLARKE WRITER: LOU SILVERSTONE